

ESTTA Tracking number: **ESTTA1077287**

Filing date: **08/24/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	08/23/2020
Address	ONE APPLE PARK WAY CUPERTINO, CA 95014 UNITED STATES
Attorney information	WILLIAM M. BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM, NC 27101 UNITED STATES Primary Email: BBRYNER@kilpatricktownsend.com Secondary Email(s): BBRYNER@kilpatricktownsend.com, JPetersen@kilpatricktownsend.com, hyang@kilpatricktownsend.com, Agar-cia@kilpatricktownsend.com, tadmin@kilpatricktownsend.com 336-607-7300
Docket Number	

### Applicant Information

Application No.	88638115	Publication date	02/25/2020
Opposition Filing Date	08/24/2020	Opposition Period Ends	08/23/2020
Applicant	Reddy, Surya 1207 EAST FLORIDA AVE HEMET, CA 92543 UNITED STATES		

### Goods/Services Affected by Opposition

Class 044. First Use: 2014/01/01 First Use In Commerce: 2014/01/01  
All goods and services in the class are opposed, namely: Medical clinics; Urgent medical care centers

### Applicant Information

Application No.	88638130	Publication date	02/25/2020
Opposition Filing Date	08/24/2020	Opposition Period Ends	
Applicant	Reddy, Surya		

	1207 EAST FLORIDA AVE HEMET, CA 92543 UNITED STATES
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## Goods/Services Affected by Opposition

Class 044. First Use: 2003/04/22 First Use In Commerce: 2003/04/22  
All goods and services in the class are opposed, namely: Medical clinics; Urgent medical care centers

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Other	common law rights.

## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3064984	Application Date	08/22/2002
Registration Date	03/07/2006	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 010. First use: First Use: 0 First Use In Commerce: 0 Medical instruments for cardiovascular diagnostics; [ X-ray apparatus for medical use; radiation therapy machines; electromagnetic medical diagnostic imaging apparatus and medical x-ray scanners; laser pointers and lasers for medical use; ultrasonic medical diagnostic apparatus,X-ray photographs for medical purposes;parts and fittings for all the aforesaid goods ]		

U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services,information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewingand posting of photographs, digital images, movies, videos, online journals, namely web blogs in		

	general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events
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U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network		

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE

Word Mark	NONE
Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above

U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global posi-		



	tioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
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U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, or-		

	<p>ganizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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Attachments	<p>CONSOLIDATED NOO - APPLE URGENT CARE.pdf(1660613 bytes )  EXHIBIT 1.pdf(5115221 bytes )  EXHIBIT 2.pdf(3457009 bytes )  EXHIBIT 3.pdf(2837326 bytes )  EXHIBIT 4.pdf(4113289 bytes )  EXHIBIT 5.pdf(4670712 bytes )  EXHIBIT 6.pdf(434259 bytes )  EXHIBIT 7.pdf(4257621 bytes )  EXHIBIT 8.pdf(2810441 bytes )  EXHIBIT 9.pdf(5633666 bytes )</p>
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	EXHIBIT 10.pdf(1652535 bytes )
Signature	/William M. Bryner/
Name	William M. Bryner
Date	08/24/2020

**UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88638115

For the Mark:  Apple Urgent Care  
Filed: October 1, 2019  
Published: February 25, 2020

- & -

Application Serial No. 88638130  
For the Mark: APPLE URGENT CARE  
Filed: October 1, 2019  
Published: February 25, 2020

APPLE INC.,

Opposer,

v.

SURYA REDDY,

Applicant.

**CONSOLIDATED NOTICE OF  
OPPOSITION**

**APPLE INC.** (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of registrations for the trademarks shown in Application Serial Nos. **88/638,115** and **88/638,130** (together, “Applicant’s Marks”) for the services identified in Class 44 and hereby opposes the same.

As grounds for its opposition, Apple alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

**FACTS**

**A. Apple and Its World-Famous Apple Marks**

1. Apple is the world-famous designer, manufacturer, and marketer of mobile communication and media devices and personal computers, and seller of a variety of related software, services, accessories, and third-party digital content and applications. Apple's APPLE brand is one of the best-known brands in the world.

2. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE or its graphic equivalent, the Apple Logo (shown below) depicting a stylized apple with a detached leaf (collectively, the "Apple Marks").



3. Apple's family of Apple Marks are distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple's extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and are recognized immediately as identifying Apple's APPLE-branded goods and services.

4. The Apple Marks are famous and distinctive within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c). The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Apple's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. In July 2020, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the tenth year in a row, with an estimated valuation of \$241 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles

regarding its list of the most valuable brands from 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2020, for the ninth consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the smart phone category and the virtual personal assistant category. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2019). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2019, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past 10 years:

- (a) 2019: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$234.24 billion;
- (b) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (c) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (d) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (e) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (f) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;

- (g) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (h) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion;
- (i) 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated worth of U.S. \$33.49 billion; and
- (j) 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated worth of U.S. \$21.14 billion.

8. In 2019, leading market research and brand valuation company Millward Brown Optimor (“MBO”) named APPLE as the most valuable brand in the United States in its “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings. In 2018, the inaugural year of MBO’s U.S. rankings, and in 2020, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2020, 2019 and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings are attached as **Exhibit 4**.

9. Moreover, over the past 12 years, MBO has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2020 and 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$352.2 and \$309.5 billion respectively. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating recognition of the APPLE brand as one of the world’s most valuable for more than a decade.

Attached as **Exhibit 5** are copies of relevant pages of MBO's rankings in reverse chronological order from 2020 through 2008.

10. In addition, market research company OnePoll named Apple's Apple Logo as the most instantly recognizable brand logo in the United States in 2019. Attached as **Exhibit 6** is a copy of OnePoll's ranking of top 30 most recognizable brand logos.

11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Apple has featured prominently in these rankings each year, and for 11 years in a row from 2009 to 2020, Apple has been named the "World's Most Admired Company" for the year. Before 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Apple also topped that list in 2008. Attached as **Exhibit 7** are copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2020 through 2008.

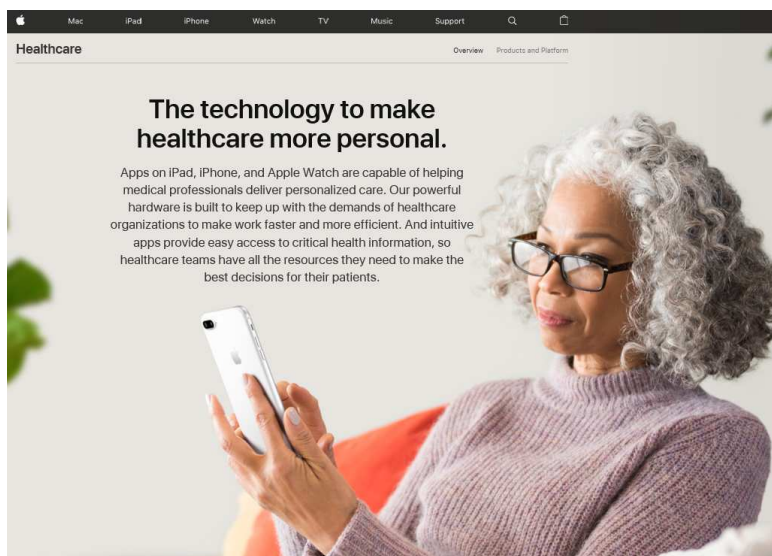
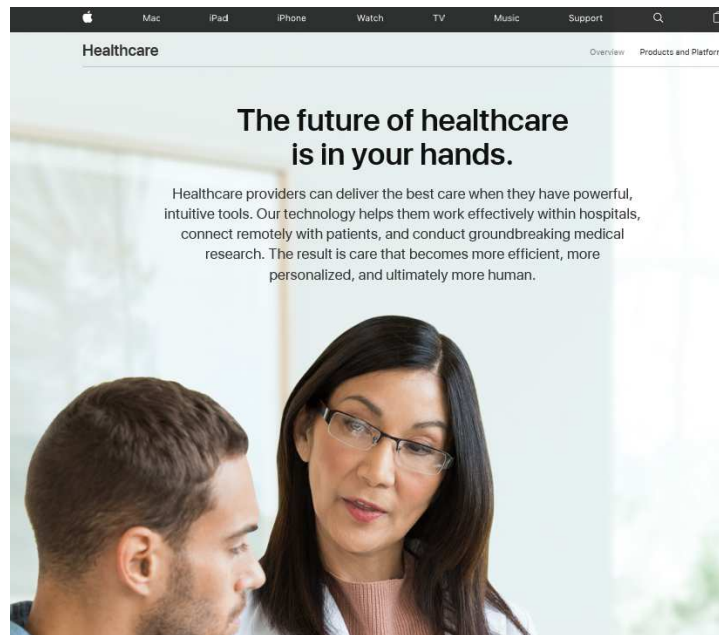
#### **B. Apple's Rights in the Fields of Medicine, Healthcare, and General Wellness**

12. For years, Apple has used the Apple Marks in connection with goods and services in the fields of medicine, healthcare, and general wellness. As a result, Apple has developed extensive common law rights in healthcare services, having provided healthcare and related services. The launch of the iPad digital electronic device in 2010 and subsequent development of healthcare related applications have led to Apple becoming widely known for its unique offerings within the healthcare industry.

13. Apple's revolutionary devices have transformed—and continue to transform—the way doctors and nurses provide medical care. For example, apps on Apple's IPHONE and IPAD devices allow clinicians to access health records and data, nurses to ensure better patient safety




while administering medication, and patients to stay informed and engaged in their own care by communicating with their medical teams during hospital stays. Indeed, Apple now provides medical professionals with a vast array of technology products and services to improve patient care, as detailed on its websites at <https://www.apple.com/healthcare/> and <https://www.apple.com/healthcare/products-platform/>, selective screenshots of which are depicted below and printouts of which are attached as **Exhibit 8** and **Exhibit 9**, respectively.




14. Apple owns numerous United States allowed applications and registrations on the Principal Register for the Apple Marks, including, without limitation, the following:

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,064,984	Aug. 22, 2002/ Mar. 7, 2006	<b>Class 10: Medical instruments for cardiovascular diagnostics</b> (priority date: Feb. 26, 2002)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	<b>Class 41:</b> Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; <b>providing fitness and exercise facilities; Physical fitness consultation and instruction;</b> providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; <b>providing information in the field of entertainment via the Internet concerning</b> movies, music, videos, television, celebrities, sports, news, history, <b>science,</b> politics, comedy, children's entertainment, animation, culture, current events (first use: Mar. 1, 1981)  <b>Class 35:</b> Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics (first use: Mar. 1, 1981)
<b>APPLE</b>	4,088,195	Mar. 22, 2008/ Jan. 17, 2012	<b>Class 41:</b> Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; <b>providing information, podcasts and webcasts</b> in the field of entertainment via the Internet <b>concerning</b> movies, music, videos, television, sports, news, history, <b>science</b>, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment <b>information regarding</b> movies, music, videos, television, sports, news, history, <b>science</b>, politics, comedy, children's entertainment, animation, culture, and current events; <b>providing information, reviews and personalized recommendations of</b> movies, music, videos, television, sports, news, history, <b>science</b>, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network (first use: Mar. 1, 1981)</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	2,715,578	July 1, 2002/ May 13, 2003	<p><b>Class 9:</b> Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; computer graphics software; web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			computer peripherals; instructional manuals packaged in association with the above (first use: Jan. 1, 1977)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<p><b>Class 9:</b> Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods.</p> <p><b>downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring</b> music, movies, videos, television, celebrities, sports, news, history, <b>science</b>, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use: Jan. 31, 1977)</p>
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	<p><b>Class 9:</b> Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: Apr. 1, 1976)

True and correct copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are attached as **Exhibit 10.**

15. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for each of the above-identified registrations.

#### **B. Applicant's Trademark Application**

16. On October 1, 2019, notwithstanding Apple's prior rights, and well after Apple's APPLE Marks became distinctive and/or famous, Surya Reddy ("Applicant") filed Application Serial Nos. 88/638,115 and 88/638,130 to register the marks APPLE URGENT CARE in standard characters and APPLE URGENT CARE and Design, copied directly below:



17. Applicant seeks to register both of Applicant's Marks in International Class 44 for "Medical clinics; Urgent medical care centers" ("Applicant's Services").



18. Apple is timely filing this Consolidated Notice of Opposition and hereby opposes the registrations of Applicant's Marks on the grounds that: (a) Applicant's Marks are likely to cause dilution under Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c); and (b) Applicant's Marks are likely to cause confusion, mistake, or deception under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

**FIRST GROUND FOR OPPOSITION**  
**DILUTION OF A FAMOUS MARK**

19. Apple hereby incorporates paragraphs 1-18 as if fully set forth herein.

20. Apple will be damaged by registration of Applicant's Marks because the marks are likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity of the Apple Marks to identify and distinguish the goods and services of Apple, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

21. Specifically, Applicant's Marks are likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

(a) Applicant's Marks are highly similar in appearance, meaning, and commercial impression to Apple's famous Apple Marks;

(b) Apple's Marks are inherently distinctive and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to the filing dates of Applicant's applications and claimed first-use dates;

(c) Apple has engaged in substantially exclusive use of the Apple Marks; and

(d) the Apple Marks are famous and widely recognized by the general consuming public and has been widely recognized since long before Applicant's October 1, 2019 filing dates and January 1, 2014 and April 22, 2003 claimed dates of first use in commerce.

22. If Applicant is granted the registrations herein opposed, it would thereby obtain a *prima facie* exclusive right to use Applicant's Marks in connection with Applicant's Services. Such registrations would damage and injure Apple.

23. In light of Apple's prior rights in—and the fame associated with—the Apple Marks, Applicant is not entitled to registration of Applicant's Marks.

**SECOND GROUND FOR OPPOSITION**  
**LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE**



24. Apple hereby incorporates paragraphs 1-23 as if fully set forth herein.

25. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1981, well prior to both the October 1, 2019 filing date of Applicant's Marks and the January 1, 2014 and April 22, 2003 claimed dates of first use in commerce.

26. Apple will also be damaged by the registration of Applicant's Marks in connection with Applicant's Services because Applicant's Marks so closely resemble the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

27. Consumers encountering Applicant's Marks are likely to associate the marks with Apple because the marks contains Apple's APPLE mark in its entirety in the dominant initial position of the mark, and only adds the common terms "URGENT CARE," which merely describe Applicant's Services.

28. Moreover, Applicant's Application Serial No. 88/638,115 features a prominent apple design that is similar to the overall shape of Apple's famous Apple Logo, as shown below. Like the Apple Logo, the apple design in Applicant's Mark is not whole with a missing element on the right side, and also includes an angled-detached leaf.

Apple Logo	Applicant's Mark
	

29. The Apple Marks are so famous and instantly recognizable that the similarities in Applicant's Marks will overshadow any minor differences and cause the ordinary consumer to believe that Applicant is related to, affiliated with or endorsed by Apple.

30. Since long before Applicant's filing or first use dates, Apple has offered identical and/or highly related services under its Apple Marks. Specifically, Apple has long offered under, and owns multiple registrations for, its Apple Marks covering medical and health goods and related goods and services (see Registrations identified in Paragraph 14 above and associated goods and services highlighted in bold in that paragraph).

31. In light of the fame of the Apple Marks, consumers encountering Applicant's Marks are likely to believe Applicant's Services offered under Applicant's Marks are associated with, or approved, endorsed, or provided by Apple.

32. Lending further support to a finding of a likelihood of consumer confusion is the fact that Applicant's Services are not limited to any particular channel of trade. It must therefore be presumed that Applicant's Services will be offered through the same channels of trade as the goods and services covered by Apple's prior registrations.

33. Apple would be damaged by the registration of Applicant's Marks in connection with Applicant's Services because Applicant's Marks so closely resemble the Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services, or the affiliation or connection between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

**WHEREFORE**, Apple requests that this opposition be sustained and that the registrations of Application Serial Nos. 88/638,115 and 88/638,130 be denied.

The opposition fee is being submitted herewith. If for any reason this amount is insufficient, please charge any deficiency to Apple's attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: August 24, 2020

Respectfully submitted,

**KILPATRICK TOWNSEND &  
STOCKTON LLP**

By: /s/ William Bryner

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*Attorneys for Opposer Apple Inc.*

**UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88638115

For the Mark:  Apple Urgent Care

Filed: October 1, 2019

Published: February 25, 2020

- & -

Application Serial No. 88638130

For the Mark: APPLE URGENT CARE

Filed: October 1, 2019

Published: February 25, 2020

APPLE INC.,

Opposer,

v.

SURYA REDDY,

Applicant.

**CONSOLIDATED NOTICE OF  
OPPOSITION**

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, August 24, 2020.

/s/ Alberto Garcia  
Alberto Garcia

# EXHIBIT 1

# THE WORLD'S MOST VALUABLE BRANDS



PRESENTED BY  
**acoustic**



BY MARTY SWANT

## INTRODUCTION

Forbes' annual list of the World's Most Valuable Brands—which looks at the top 100 companies from fiscal year 2019—shows that some of the biggest winners during the ongoing Covid-19 pandemic have been on top since the close of last year. Companies including Amazon, Netflix and PayPal all show substantial gains in brand value since last year's list, falling in line with trends related to e-commerce, streaming and digital payments. However, there are some newcomers. Brands like Nintendo, Burger King, Hennessy and AXA, for example, all made their way onto the ranking, while Philips, Hewlett Packard Enterprise, Nissan and Kellogg's were knocked off. The question is: What will the 2020 list look like a year after the beginning of the pandemic? [Read More](#)

## METHODOLOGY

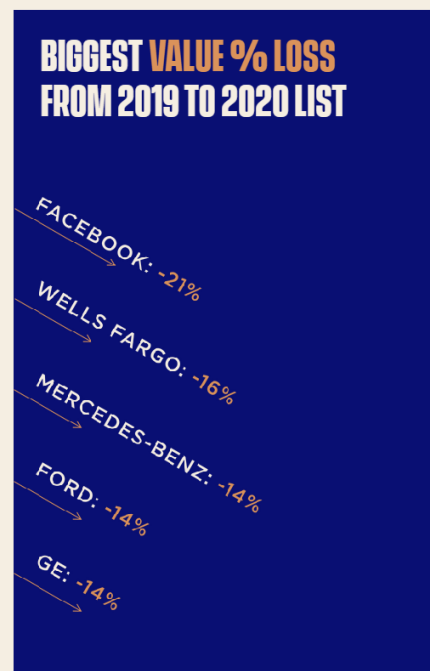
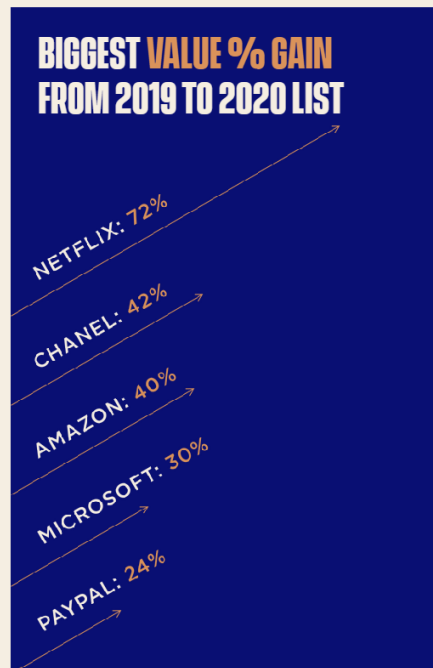
After looking at a universe of 200 global brands with a notable presence in

## METHODOLOGY

After looking at a universe of 200 global brands with a notable presence in the U.S., our first step in valuing the brands was to determine revenue and earnings before interest and taxes for each one. We then averaged earnings before interest and taxes (EBIT) over the past three years and subtracted from earnings a charge of 8% of the brand's capital employed, figuring a generic brand should be able to earn at least 8% on this capital. (Forbes also applied the corporate tax rate in the parent company's home country to that net earnings figure.) Next, we allocated a percentage of those earnings to the brand based on the role brands play in each industry. To this net brand earnings number, we applied the average price-to-earnings multiple over the past three years to arrive at the final brand value. For privately held outfits we applied earnings multiples for comparable public companies.

## BY THE NUMBERS

The brands that gained and lost the most value in the past year:



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## THE LIST

SEARCH BY STATE

OR

SEARCH BY NAME

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Industry
1	Apple	241200	17	\$260.2 B	Technology
2	Google	207500	24	\$145.6 B	Technology
3	Microsoft	162900	30	\$125.8 B	Technology
4	Amazon	135400	40	\$260.5 B	Technology
5	Facebook	70300	-21	\$49.7 B	Technology
6	Coca-Cola	64400	9	\$25.2 B	Beverages
7	Disney	61300	18	\$38.7 B	Leisure
8	Samsung	50400	-5	\$209.5 B	Technology
9	Louis Vuitton	47200	20	\$15 B	Luxury
10	McDonald's	46100	5	\$100.2 B	Restaurants
11	Toyota	41500	-7	\$187 B	Automotive
12	Intel	39500	2	\$72 B	Technology
13	NIKE	39100	6	\$39.3 B	Apparel
14	AT&T	37300	-10	\$151.2 B	Telecom
15	Cisco	36000	4	\$50.6 B	Technology
16	Oracle	35700	11	\$39.1 B	Technology
17	Verizon	32300	2	\$131.9 B	Telecom
18	Visa	31800	18	\$23 B	Financial Services
19	Walmart	29500	12	\$341 B	Retail
20	GE	29500	-14	\$76.6 B	Diversified
21	Budweiser	28900	6	\$11.2 B	Alcohol
22	SAP	28600	0	\$30.9 B	Technology
23	Mercedes-Benz	28500	-14	\$121.7 B	Automotive
24	IBM	28200	-10	\$77.1 B	Technology
25	Marlboro	26800	-6	\$25.1 B	Tobacco
26	Netflix	26700	72	\$20.2 B	Technology
27	BMW	25900	-13	\$93.4 B	Automotive

11	Toyota	41500	-7	\$187 B	Automotive
12	Intel	39500	2	\$72 B	Technology
13	NIKE	39100	6	\$39.3 B	Apparel
14	AT&T	37300	-10	\$151.2 B	Telecom
15	Cisco	36000	4	\$50.6 B	Technology
16	Oracle	35700	11	\$39.1 B	Technology
17	Verizon	32300	2	\$131.9 B	Telecom
18	Visa	31800	18	\$23 B	Financial Services
19	Walmart	29500	12	\$341 B	Retail
20	GE	29500	-14	\$76.6 B	Diversified
21	Budweiser	28900	6	\$11.2 B	Alcohol
22	SAP	28600	0	\$30.9 B	Technology
23	Mercedes-Benz	28500	-14	\$121.7 B	Automotive
24	IBM	28200	-10	\$77.1 B	Technology
25	Marlboro	26800	-6	\$25.1 B	Tobacco
26	Netflix	26700	72	\$20.2 B	Technology
27	BMW	25900	-13	\$93.4 B	Automotive
28	American Express	25100	-3	\$43.6 B	Financial Services
29	Honda	24500	-5	\$126.2 B	Automotive
30	L'Oréal	22800	23	\$11.7 B	Consumer Packaged Goods
31	Gucci	22600	22	\$10.8 B	Luxury
32	Hermès	21600	19	\$7.7 B	Luxury
33	Nescafe	20400	14	\$9.2 B	Beverages
34	Home Depot	19200	6	\$110.2 B	Retail
35	Accenture	19100	15	\$43.2 B	Business Services
36	Pepsi	18200	-3	\$9.3 B	Beverages
37	Starbucks	17800	5	\$26.5 B	Restaurants
38	Mastercard	17300	23	\$16.9 B	Financial Services
39	Frito-Lay	16300	11	\$12.2 B	Consumer Packaged Goods
40	IKEA	15800	3	\$46.2 B	Retail
41	Zara	14700	9	\$21.9 B	Retail
42	Gillette	14500	-13	\$6 B	Consumer Packaged Goods
43	HSBC	14400	12	\$94.3 B	Financial Services
44	Audi	13800	-3	\$59.6 B	Automotive
45	J.P. Morgan	13700	11	\$52.6 B	Financial Services
46	Deloitte	13500	9	\$46.2 B	Business Services
47	Sony	13300	18	\$63 B	Technology
48	UPS	13300	5	\$74.1 B	Transportation
49	Bank of America	13200	14	\$97.5 B	Financial Services
50	Chase	13100	12	\$64.9 B	Financial Services

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# The World's Most Valuable Brands

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$205.5 B	12%	\$265.8 B	-	Technology
	#2	Google	\$167.7 B	27%	\$136.2 B	\$6.4 B	Technology
	#3	Microsoft	\$125.3 B	20%	\$110.2 B	\$1.6 B	Technology
	#4	Amazon	\$97 B	37%	\$211.4 B	\$8.2 B	Technology
	#5	Facebook	\$88.9 B	-6%	\$48.8 B	\$1.1 B	Technology
	#6	Coca-Cola	\$59.2 B	3%	\$23.8 B	\$4.1 B	Beverages
	#7	Samsung	\$53.1 B	11%	\$221.6 B	\$3.6 B	Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
							
	#8	Disney	\$52.2 B	10%	\$33.8 B	\$2.8 B	Leisure
	#9	Toyota	\$44.6 B	0%	\$190.8 B	\$4.6 B	Automotive
	#10	McDonald's	\$43.8 B	6%	\$96.1 B	\$389 M	Restaurants

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Forbes Spain  
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Forbes Vietnam  
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Billionaire Secrets

# The World's Most Valuable Brands



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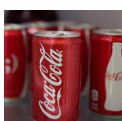

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	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
	#5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 B	Technology
	#6	Coca-Cola	\$57.3 B	2%	\$23.4 B	\$4 B	Beverages
	#7	Samsung	\$47.6 B	25%	\$203.4 B	\$4.5 B	Technology

Forbes

2018 RANKING



#8 Disney \$47.5 B 8% \$30.4 B \$2.6 B Leisure



#9 Toyota \$44.7 B 9% \$176.4 B \$3.8 B Automotive



#10 AT&T \$41.9 B 14% \$160.5 B \$3.8 B Telecom



#11 McDonald's \$41.4 B 3% \$90.9 B \$533 M Restaurants



#12 GE \$37.2 B -2% \$104.9 B - Diversified



#13 Mercedes-Benz \$34.4 B 18% \$116.9 B - Automotive



#14 Intel \$34.1 B 9% \$62.8 B \$1.4 B Technology



#15 Louis Vuitton \$33.6 B 17% \$12.9 B \$5.4 B Luxury



#16 Cisco \$32.4 B 5% \$48.1 B \$209 M Technology



#17 IBM \$32.1 B -4% \$79.1 B \$1.4 B Technology



#18 NIKE \$32 B 8% \$33.3 B \$3.3 B Apparel



#19 Verizon \$31.4 B 9% \$126 B \$2.6 B Telecom



Forbes

2018 RANKING



#20 BMW

\$31.4 B

9%

\$86.8 B

-

Automotive



#21 Oracle

\$30.8 B

6%

\$39.5 B

\$95 M

Technology



#22 Marlboro

\$26.6 B

10%

-

\$859 M

Tobacco



#23 SAP

\$26.2 B

10%

\$25.4 B

-

Technology



#24 Honda

\$25.5 B

6%

\$120.4 B

-

Automotive



#25 Budweiser

\$25.5 B

4%

\$11.6 B

-

Alcohol



#26 Walmart

\$24.9 B

3%

\$335.5 B

\$3.1 B

Retail



#27 Visa

\$24.5 B

15%

\$18.4 B

-

Financial Services



#28 American Express

\$23.1 B

-6%

\$35.6 B

\$3.2 B

Financial Services



#29 Pepsi

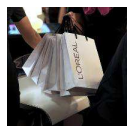
\$18.4 B

1%

\$9.7 B

\$2.4 B

Beverages



#30 L'Oréal

\$17.2 B

10%

\$10.1 B

\$8 B

Consumer Packaged Goods



Forbes

2018 RANKING



#31 Nescafe

\$17.1 B

2%

\$9.1 B

-

Beverages



#32 Gillette

\$17.1 B

-11%

\$6.6 B

\$7.1 B

Consumer Packaged Goods



#33 Home Depot

\$16.4 B

10%

\$100.9 B

\$797 M

Retail



#34 Starbucks

\$16.2 B

9%

\$21.9 B

\$283 M

Restaurants



#35 Hermès

\$15.3 B

17%

\$6 B

\$298 M

Luxury



#36 Gucci

\$14.9 B

18%

\$6.7 B

-

Luxury



#37 Audi

\$14.8 B

5%

\$59.1 B

-

Automotive

accenture

#38 Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services



#39 ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40 IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



#41 Frito-Lay

\$14.4 B

5%

\$11.4 B

\$2.4 B

Consumer Packaged Goods



#42 Ford

\$14.1 B

3%

\$149.3 B

\$4.1 B

Automotive

Forbes

2018 RANKING



#43 Wells Fargo \$13.5 B 3% \$97.7 B \$614 M Financial Services



#44 UPS \$13.3 B 3% \$65.9 B - Transportation



#45 CVS \$13.2 B 3% \$184.8 B \$230 M Retail



#46 Zara \$13 B 16% \$18.9 B - Retail



#47 H&M \$13 B -8% \$22.5 B - Retail



#48 Siemens \$12.8 B 11% \$90 B - Diversified



#49 Mastercard \$12.4 B 10% \$12.5 B \$898 M Financial Services



#50 HP \$12.4 B -6% \$80.9 B \$544 M Technology

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#51 J.P. Morgan \$11.9 B 6% \$47.4 B \$2.9 B Financial Services



#52 HSBC \$11.9 B 4% \$76.6 B - Financial Services



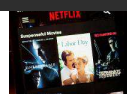
#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



#54 Fox \$11.7 B 9% \$16.3 B \$2.2 B Media

Forbes

2018 RANKING



#55 Netflix \$11.5 B 35% \$11.7 B \$1.1 B Technology



#56 Chevrolet \$11.5 B 11% \$81 B \$4.3 B Automotive



#57 Pampers \$11.4 B -2% \$8.5 B \$7.1 B Consumer Packaged Goods



#58 Porsche \$11 B 14% \$25.5 B - Automotive



#59 Cartier \$10.6 B 14% \$6.3 B - Luxury



#60 Bank of America \$10.4 B 15% \$81.7 B \$1.7 B Financial Services

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#61 Red Bull \$10.4 B 19% \$6.8 B - Beverages



#62 Ebay \$10.3 B -5% \$8.6 B \$1.3 B Technology



#63 Sony \$10.2 B 23% \$62.8 B \$3.1 B Technology



#64 Chase \$10.2 B 12% \$55.1 B \$2.9 B Financial Services



#65 Citi \$10.1 B 10% \$88 B \$1.6 B Financial Services



#66 Colgate \$10 B 2% \$5.3 B \$1.6 B Consumer Packaged Goods

Forbes

2018 RANKING



#67 Danone

\$10 B

-2%

\$10.6 B

-

Consumer Packaged Goods



#68 Adidas

\$9.5 B

20%

\$20.6 B

\$2.3 B

Apparel



#69 Lexus

\$9.5 B

4%

\$20.7 B

\$3.8 B

Automotive



#70 Nissan

\$9.4 B

5%

\$95.2 B

\$2.6 B

Automotive

CB2

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#71 Rolex

\$9.3 B

7%

\$4.6 B

-

Luxury



#72 T-Mobile

\$9 B

18%

\$38.7 B

\$1.8 B

Telecom



#73 Kraft

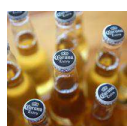
\$8.8 B

-4%

\$6.5 B

\$629 M

Consumer Packaged Goods



#74 Corona

\$8.8 B

16%

\$5.7 B

-

Alcohol



#75 Hyundai

\$8.7 B

-2%

\$81.8 B

\$2.1 B

Automotive



#76 Santander

\$8.7 B

5%

\$49.5 B

\$820 M

Financial Services



#77 BASF

\$8.6 B

9%

\$69.9 B

-

Diversified



#78 Lowe's

\$8.5 B

16%

\$68.6 B

\$968 M

Retail

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2018 RANKING



#79 Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80 Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



“With Watson, we can pay special attention to millions of customers at once.”

Henrique Albuquerque, Bradesco Bank

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#81 FedEx

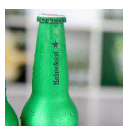
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82 Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83 Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84 Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85 Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86 Costco

\$8 B

15%

\$136 B

-

Retail



#87 Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88 Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING

	#89	Nivea	\$7.9 B	14%	\$4.7 B	\$1.6 B	Consumer Packaged Goods
	#90	Volkswagen	\$7.9 B	16%	\$99.6 B	-	Automotive
	#91	LEGO	\$8.6 B	-1%	\$5.1 B	-	Leisure
	#92	Panasonic	\$7.8 B	12%	\$68.4 B	-	Technology
	#93	Philips	\$7.7 B	6%	\$26.8 B	\$1 B	Diversified
	#94	RBC	\$7.7 B	12%	\$37.4 B	-	Financial Services
	#95	Allianz	\$7.6 B	11%	\$118.7 B	-	Financial Services
	#96	Uniqlo	\$7.5 B	12%	\$13 B	\$608 M	Apparel
	#97	Walgreens	\$7.5 B	8%	\$84.7 B	\$571 M	Retail
	#98	PayPal	\$7.5 B	33%	\$13.1 B	\$438 M	Technology
	#99	Dell	\$7.5 B	18%	\$76.8 B	-	Technology
	#100	KFC	\$7.4 B	15%	\$24.5 B	\$245 M	Restaurants





The 10 Biggest Fintech Companies In America

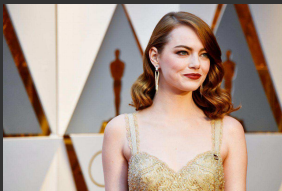
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# The World's Most Valuable Brands

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## The List

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Filter list by:

Rank





Company

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology
	#2	Google	\$101.8 B	23%	\$80.5 B	\$3.9 B	Technology
	#3	Microsoft	\$87 B	16%	\$85.3 B	\$1.6 B	Technology
	#4	Facebook	\$73.5 B	40%	\$25.6 B	\$310 M	Technology
	#5	Coca-Cola	\$56.4 B	-4%	\$23 B	\$4 B	Beverages
	#6	Amazon	\$54.1 B	54%	\$133 B	\$5 B	Technology
			\$43.9 B	11%	\$30.7 B	\$2.9 B	Leisure

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#7	Disney					
	#8	Toyota	\$41.1 B	-2%	\$168.8 B	\$4.3 B	Automotive
	#9	McDonald's	\$40.3 B	3%	\$85 B	\$646 M	Restaurants
	#10	Samsung	\$38.2 B	6%	\$166.7 B	\$3.7 B	Technology

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# Forbes



**Kurt Badenhausen**Forbes Staff

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## Apple, Google Top The World's Most Valuable Brands Of 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of \$50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.



(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of \$154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

#### [The World's Most Valuable Brands 2016](#)



Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate \$53 billion in net income last year.

“The chance to make a memory is the essence of brand marketing,” said a young [Steve Jobs](#) after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to \$82.5 billion (Apple’s brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company’s bread-and-butter profit center subsidizing “Other Bets” like self-driving cars, Google Fiber, Calico and Nest, which lost \$3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the “antithesis of what everybody teaches about branding.” Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion) and Facebook (\$52.6 billion).

#### [Full List: The World's Most Valuable](#)

## Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times [columnist James Stewart](#) notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

“Facebook keeps innovating and adding more and more functionally and features,” says Reibstein. “Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible.”

We considered more than 200 global brands to determine the final list of the world's 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm [Vodafone](#) and Chinese e-commerce giant [Alibaba](#). The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald's.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to \$41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of \$11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is \$1.8 trillion with the cut-off at \$6.7 billion for No. 100 Costco.

### Special Report: The World's Most Valuable Brands



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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 5/13/2015 @ 9:57AM | 177,788 views

# Apple And Microsoft Head The World's Most Valuable Brands 2015

Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after [Phil Knight](#) and [Howard Schultz](#) stepped down from leading their respective companies. [Steve Jobs](#) was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's [Tuck School of Business](#).

## [The World's Most Valuable Brands 2015](#)

The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.



Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.



Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly [cool again](#) under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.

Rounding out the top five are Google (\$65.6 billion), Coca-Cola (\$56 billion) and IBM (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm Vodafone. The top 100

includes product brands like Procter & Gamble-owned Gillette as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: Amazon.com (+32%) and Disney (+26%). Adidas (-14%) and Danone (-13%) had the biggest drops.

### **[Full List: The World's Most Valuable Brands](#)**

-

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# Apple, Microsoft And Google Are World's Most Valuable Brands

## [The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

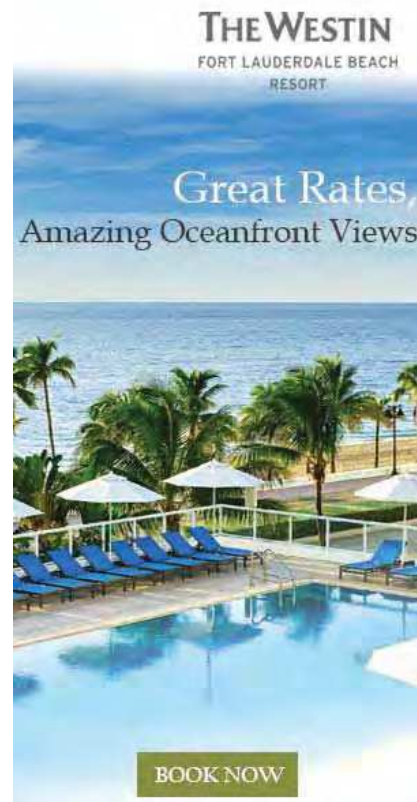
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

#### **[Full List: The World's Most Valuable Brands](#)**

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**[The Richest Person In Every State](#)**

**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 11/06/2013 @ 11:56AM | 167,981 views

# Apple Dominates List Of The World's Most Valuable Brands

## [The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn

to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand. “Design is how a product works, how it looks, how it feels. It’s functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive,” says Keller.



### [Full List: The World's Most Valuable Brands](#)

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million “likes” on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Proctor & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).



The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still



ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

### **[Full List: The World's Most Valuable Brands](#)**

*Research: Courtney Retter*

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies*

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# Apple Tops List Of The World's Most Powerful Brands

## [The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates'](#) baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

"In an industry that transforms itself every year, Microsoft has been a leader for decades," says Mann. Apple surprisingly only ranked 11<sup>th</sup> on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

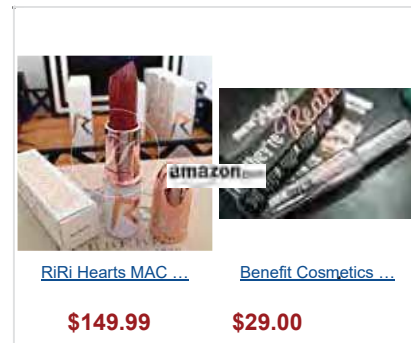
### **In Pictures: The World's Most Powerful Brands**

### **Full Coverage: The World's Most Powerful Brands**

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the



soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36<sup>th</sup> highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "Consumers, especially Americans, trust, and find comfort in their food brands," says Mann. The maker of Cheerios and Wheaties scored highly on attributes like "makes communities a better place" and "cares about the issues that matter to me."

**In Pictures: The World's Most Powerful Brands**

**Full Coverage: The World's Most Powerful Brands**

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**Forbes**<http://onforb.es/nGEQ5d>**Marc E. Babej**Contributor*I cover marketing strategy and product innovation.*

Opinions expressed by Forbes Contributors are their own.

5/09/2011 @ 8:58AM | 5,748 views

# Apple Ranked the World's Most Valuable Brand, Followed by Google and IBM

Market Research firm Millward Brown has just published its 6th annual [BrandZ Global Top 100](#) rankings, and it turns out Apple has ended Google's four-year run as the world's most valuable brand.

Apple's brand value over the past year soared 84% to \$153 billion, as a result of meaningfully differentiated products the iPad and iPhone 4. Apple's success once again demonstrates that *a brand is neither an end in itself, nor a means to an end – but a byproduct of consistent delivery against a relevant tangible benefit*. The exception to this rule: brands in truly image-driven categories, where there's little to be had in the way of a tangible benefit, and none is expected (think soft drinks, beer or cigarettes).

Google's brand declined 2% to \$111.5 billion. Facebook made a giant leap onto the list, debuting at place 35, with a whopping 246% increase to \$19.1 billion.

Other top risers included Chinese search engine Baidu (141% to \$22.6 billion) and Wells Fargo, (97% to 36.9 billion).

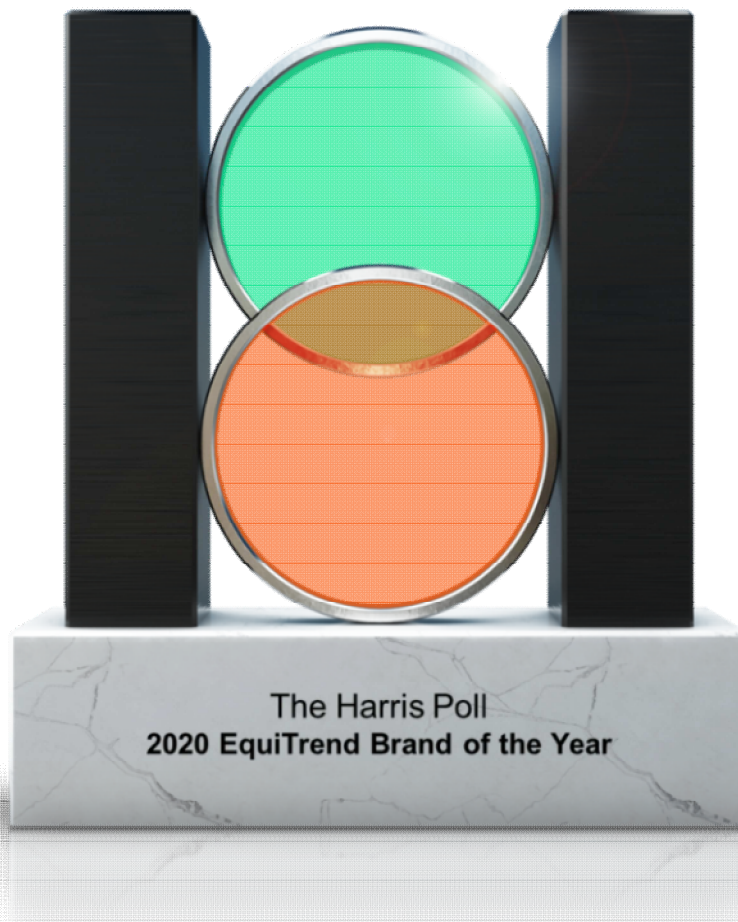
The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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# EXHIBIT 2

## The Harris Poll Announces This Year's Brands of the Year

 [theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/](https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/)



The Harris Poll's 32<sup>nd</sup> annual EquiTrend Study reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household, and nonprofit industries, based on consumer response.

### **NEW YORK, April 1, 2020 –**

The Harris Poll EquiTrend survey is fielded each year in January, therefore, the results released today are based on data collected before much of the U.S. was impacted by events surrounding the global pandemic, COVID-19. Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that result in a brand equity rating for each brand. Brands ranking highest in Equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 39,000 U.S. consumers assessed nearly 2,000 brands across 200 categories.

## The Harris Poll 2020 EquiTrend Brands of the Year

This year, the 32<sup>nd</sup> year that The Harris Poll has been measuring brand equity, 93 companies were awarded the coveted Brand of the Year designation across 90 categories.

Category	Award Name	2020 Award Companies
Nonprofit	Animal Welfare Nonprofit	American Society for the Prevention of Cruelty to Animals (ASPCA)
Media	Audio Streaming Services	YouTube Music
Restaurant	Burger Restaurant	Culver's
Restaurant	Casual Dining Restaurant	The Cheesecake Factory
Restaurant	Chicken Restaurant	Chick-fil-A
CPG	Coffee	(TIE) Dunkin' Donuts Coffee/Starbucks Coffee
Restaurant	Coffee Shop	Krispy Kreme
Tech	Computer Manufacturer	Microsoft Computers
Retail	Convenience Store	Wawa Convenience Store
Home	Coolers	YETI Coolers
Restaurant	Delivery App	Postmates
CPG	Deodorant	Dove Deodorant
Retail	Department Store	Kohl's Department Stores
FSR	Digital Investing	Vanguard Personal Advisor Services
FSR	Digital Wallet	PayPal
Nonprofit	Disability Nonprofit	National Autism Association
Retail	Drug Store	Walgreens
Travel	Economy Hotel	Baymont Inn & Suites
Home	Exercise Equipment	ProForm Exercise Equipment



Travel	Extended Stay Hotel	Home2 Suites by Hilton
Media	Factual Entertainment Television	Discovery Channel
Tech	File Storage	Google Drive
Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Travel	Full Service Airline	Hawaiian Airlines
Tech	Gaming Console	Nintendo Gaming Consoles
Media	General Entertainment Television	AMC Television Network (American Movie Classics)
CPG	Greeting Card	Hallmark Greeting Cards
Retail	Hardware & Home Store	Lowe's Home Improvement
Retail	Health & Beauty Retail	Bath and Body Works
Home	Health & Fitness Club	Planet Fitness Clubs
FSR	Health Insurance	Blue Cross Blue Shield
Nonprofit	Health Nonprofit	St. Jude Children's Research Hospital
Retail	Home Goods Store	Bed Bath & Beyond
Retail	Home Meal Kit Service	HelloFresh
CPG	Household Cleaner	Windex Household Cleaner
CPG	Ice Cream	Häagen-Dazs Ice Cream
Home	Insulated Drinkware	YETI Rambler
Nonprofit	International Aid Nonprofit	Food For The Poor
FSR	Investment	Fidelity Investments Financial Services
Media	Kids TV	Disney Channel
CPG	Laundry Detergent	Tide Laundry Detergent

FSR	Life Insurance	(TIE) MassMutual Insurance/Prudential Life Insurance
Auto	Luxury Automotive	Mercedes-Benz Vehicles
Retail	Luxury Department Store	Neiman Marcus
Travel	Luxury Hotel	Waldorf Astoria Hotels & Resorts
Tech	Mapping App	Google Maps
Retail	Mass Retailer	Amazon
Tech	Media Streaming Device	Amazon Fire TV/Fire Stick
Restaurant	Mexican Restaurant	Chipotle Mexican Grill
Travel	Midscale Hotel	(TIE) Holiday Inn Express Hotels & Resorts/Wyndham Garden Hotels
Nonprofit	Military & Veteran Serving Nonprofit	Disabled American Veterans (DAV)
FSR	National Bank	CHASE Bank
Media	News Service	National Public Radio (NPR)
Auto	Non-Luxury Automotive	Toyota Vehicles
Auto	Online Auto Shopping	Kelley Blue Book (KBB.com)
FSR	Online Bank	Capital One 360 Bank
Home	Online Home Search	Zillow.com
Home	Online Job Search	Indeed.com
FSR	Online Lending	SoFi
Travel	Online Travel Service	Google Flights
Media	Pay Cable TV Network	HBO Television Network
FSR	Payment Card	Visa

Retail	Pet Supply Store	PetSmart Stores
Restaurant	Pizza Restaurant	Pizza Hut
CPG	Popcorn	Orville Redenbacher's Popcorn
CPG	Potato Chip	Lay's Chips
Travel	Premium Hotel	Hilton Hotels & Resorts
FSR	Property and Casualty Insurance	AAA Insurance
Home	Real Estate Agency	Berkshire Hathaway HomeServices Real Estate
Restaurant	Sandwich Shop	Panera Bread
Tech	Smart Speaker	Google Home
Telecom	Smartphone	Apple iPhone Smartphones
Nonprofit	Social Services Nonprofit	Ronald McDonald House Charities
Home	Sport League	NCAA Football
Retail	Sporting Goods Store	Finish Line Sporting Goods
CPG	Sports Drink	Gatorade Sports Drink
Tech	Tablet Computer	Apple iPad Tablets
CPG	Tea	Lipton Tea
CPG	Toothpaste	Crest Toothpaste
Media	TV & Internet Provider	Google Fiber
Media	TV Network	PBS Television Network (Public Broadcasting Service)
Media	TV News	The Weather Channel
Travel	Upscale Hotel	Courtyard Marriott
Travel	Value Airline	Southwest Airlines

Retail	Value Store	Dollar Tree
Tech	Virtual Personal Assistant	Apple Siri
Tech	Wearable Tech	Apple Watch
Telecom	Wireless Carrier	Verizon Wireless
CPG	Yogurt	Chobani Greek Yogurt
Nonprofit	Youth Nonprofit	Girl Scouts of the USA

## Methodology

The 2020 Harris Poll EquiTrend Study is based on a sample of 39,100 U.S. consumers ages 15 and over surveyed online, in English and Spanish, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,708. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 900 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, and income. Data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in Harris Poll surveys, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

*These statements conform to the principles of disclosure of the National Council on Public Polls.*

## About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S.; tracking public opinion, motivations and social sentiment since 1963. The Harris Poll is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for

transformational times. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at [www.theharrispoll.com](http://www.theharrispoll.com) @HarrisPoll



The Harris Poll

## **A Year After the Business Roundtable Redefined the Purpose of a Corporation, Americans See...**

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JUST Capital In collaboration with our survey research partner, The Harris Poll, we have been polling the American public on a regular basis to identify what matters most regarding companies' initial responseto the COVID-19 pandemic, evolving...

The Harris Poll

## **A year after 181 CEOs of companies like Apple and Walmart committed to stakeholder...**

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By: Marguerite Ward | Business Insider One year ago today, the public conversation on capitalism turned a big corner. Some 181 CEOs — including JP Morgan's Jamie Dimon, Apple's Tim Cook, and Walmart's Doug McMillon —...

The Harris Poll

## **Americans are split right down the middle about voting by mail**

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By: Zlati Meyer | Fast Company To vote by mail or to not vote by mail. That is the question. And according to a new survey from Harris Poll, Americans are unsure of the answer. The...

In the News COVID-19

## **How Business Roundtable Companies Have Responded to Six Critical Stakeholder Issues During the COVID-19...**

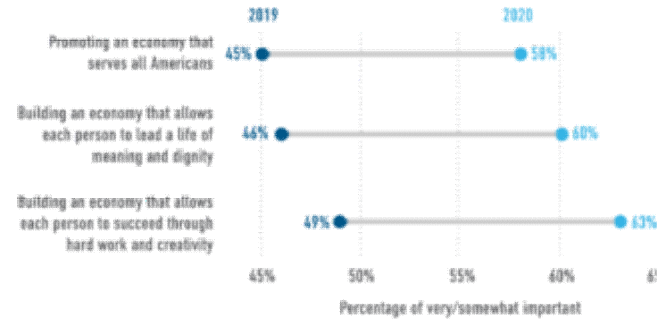
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JUST Capital Today marks one year since 181 Business Roundtable CEOs signed on to a new Statement of Corporate Purpose (that number is now up to 220 executives, representing 206 companies), committing to lead their...

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## HOW WELL DO YOU THINK TODAY'S LARGE, PUBLIC COMPANIES ARE DOING ON EACH OF THE FOLLOWING?



## THP Archives

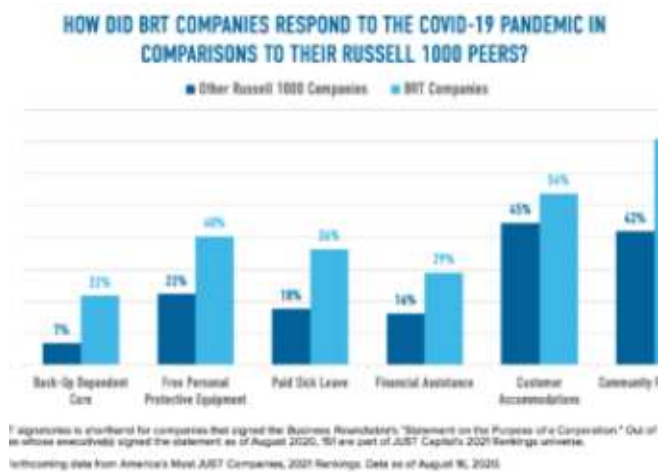
Search Over 5 Decades Of Polling Data

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Welcome! Log into your account












Forgot your password?


























Sign in
























# EXHIBIT 3



01		02		03		04		05	
	+9% 234,241 \$m		+8% 187,713 \$m		+24% 125,263 \$m		+17% 108,947 \$m		-4% 62,365 \$m
06		07		08		09		10	
	+2% 61,096 \$m		+5% 56,246 \$m		+5% 50,832 \$m		+4% 45,362 \$m		+11% 44,352 \$m
11		12		13		14		15	
	+1% 41,440 \$m		-6% 40,387 \$m		-7% 40,197 \$m		-12% 39,867 \$m		+3% 36,539 \$m
16		17		18		19		20	
	+7% 32,376 \$m		+14% 32,223 \$m		+1% 26,288 \$m		-22% 26,569 \$m		+10% 25,092 \$m
21		22		23		24		25	
	+3% 24,422 \$m		+11% 22,124 \$m		+13% 21,829 \$m		-1% 20,488 \$m		+8% 19,044 \$m

26		27		28		29		30	
	+5% 18,407 \$m		+7% 18,072 \$m		+9% 17,005 \$m		-3% 17,175 \$m		-3% 16,346 \$m
31		32		33		34		35	
	+14% 16,209 \$m		+3% 16,016 \$m		+23% 15,349 \$m		-5% 15,173 \$m		+2% 14,326 \$m
36		37		38		39		40	
	+5% 14,166 \$m		-16% 13,725 \$m		+4% 13,685 \$m		+20% 12,857 \$m		+6% 12,827 \$m
41		42		43		44		45	
	+10% 12,687 \$m		+4% 12,669 \$m		+12% 12,019 \$m		-6% 12,010 \$m		+11% 11,892 \$m
46		47		48		49		50	
	+6% 11,830 \$m		+6% 11,616 \$m		+23% 11,736 \$m		-4% 11,661 \$m		+9% 11,652 \$m

51		52		53		54		55	
	+4% 11,589 \$m		-6% 11,502 \$m		-4% 11,352 \$m		+4% 10,881 \$m		+19% 10,756 \$m
56		57		58		59		60	
	+13% 10,514 \$m		-2% 10,419 \$m		+1% 10,259 \$m		+4% 9,915 \$m		+7% 9,524 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,268 \$m		-1% 8,935 \$m		+10% 8,883 \$m
66		67		68		69		70	
	+2% 8,824 \$m		+13% 8,581 \$m		+7% 8,192 \$m		-7% 8,166 \$m		+24% 8,004 \$m
71		72		73		74		75	
	-3% 7,969 \$m		+15% 7,664 \$m		+2% 6,968 \$m		-9% 6,867 \$m		+6% 6,864 \$m

76		77		78		79		80	
	+19% 6,791 \$m		+12% 6,456 \$m		-7% 6,426 \$m		+15% 6,369 \$m		+13% 6,347 \$m
81		82		83		84		85	
	-2% 6,189 \$m		+16% 6,045 \$m		+2% 5,987 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,658 \$m		+18% 5,355 \$m		+5% 5,332 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,336 \$m		+12% 5,297 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,836 \$m		-7% 4,792 \$m		-1% 4,761 \$m

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# Best Global Brands 2018 Rankings

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01  +16% 214,480 \$m	02  +10% 155,506 \$m	03 TOP GROWING  +56% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m
09  -6% 45,168 \$m	10  +5% 43,417 \$m	11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m
17  +11% 30,120 \$m	18 TOP GROWING  +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,796 \$m	23  NEW 20,005 \$m	24  +8% 19,139 \$m
25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,864 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m	31  +1% 16,617 \$m	32  +15% 16,372 \$m
33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39 TOP GROWING  +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m
49  +8% 10,821 \$m	50  +17% 10,772 \$m	51 TOP GROWING  +19% 10,748 \$m	52  +6% 10,707 \$m	53  -3% 10,634 \$m	54  +9% 10,433 \$m	55  +6% 10,380 \$m	56  +1% 10,132 \$m
57  +10% 9,615 \$m	58  +2% 9,533 \$m	59  +10% 9,316 \$m	60  +2% 9,104 \$m	61  +15% 9,021 \$m	62  +2% 8,938 \$m	63  +7% 8,802 \$m	64  +4% 8,659 \$m
65  -9% 8,157 \$m	66 TOP GROWING  +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70 TOP GROWING  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73 TOP GROWING  +22% 6,621 \$m	74  -7% 6,533 \$m	75 TOP GROWING  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,861 \$m	80 TOP GROWING  +18% 5,760 \$m
81  +6% 5,755 \$m	82 TOP GROWING  +18% 5,730 \$m	83  +5% 5,642 \$m	84  +6% 5,641 \$m	85  +16% 5,517 \$m	86  +3% 5,481 \$m	87  +4% 5,393 \$m	88  +12% 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,682 \$m	+1% 22,865 \$m	+2% 20,798 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25  ZARA  -5% 17,712 \$m	26  J.P.Morgan  +12% 17,567 \$m	27  IKEA  -5% 17,458 \$m	28  Gillette  -7% 16,864 \$m	29  ups  +3% 16,849 \$m	30  H&M  -18% 16,826 \$m	31  Pampers  +1% 16,617 \$m	32  HERMÈS PARIS  +15% 16,372 \$m
33  Budweiser  +2% 16,627 \$m	34  accenture  +14% 14,214 \$m	35  Ford  +3% 13,995 \$m	36  HYUNDAI  +3% 13,535 \$m	37  NESCAFÉ  +3% 13,053 \$m	38  ebay  -2% 13,017 \$m	39  GUCCI  +30% 12,942 \$m	40  NISSAN  +6% 12,213 \$m
41  VW  +6% 12,201 \$m	42  Audi  +1% 12,187 \$m	43  Philips  +5% 12,104 \$m	44  Goldman Sachs  +8% 11,769 \$m	45  citi  +9% 11,577 \$m	46  HSBC  +6% 11,208 \$m	47  AXA  0% 11,118 \$m	48  L'ORÉAL  +4% 11,102 \$m
49  Allianz  +8% 10,621 \$m	50  adidas  +17% 10,772 \$m	51  Adobe  +19% 10,748 \$m	52  PORSCHE  +6% 10,707 \$m	53  Kellogg's  -3% 10,634 \$m	54  hp  +9% 10,433 \$m	55  Canon  +6% 10,360 \$m	56  SIEMENS  +1% 10,132 \$m
57  Starbucks  +10% 9,615 \$m	58  DANONE  +2% 9,533 \$m	59  SONY  +10% 9,316 \$m	60  3M  +2% 9,104 \$m	61  VISA  +15% 9,021 \$m	62  Nestlé  +2% 8,938 \$m	63  Morgan Stanley  +7% 8,802 \$m	64  Colgate  +4% 8,659 \$m
65  Hewlett Packard Enterprise  -9% 8,157 \$m	66  NETFLIX  +45% 8,111 \$m	67  Cartier  +1% 7,646 \$m	68  HUAWEI  +14% 7,578 \$m	69  Santander  +13% 7,547 \$m	70  mastercard  +19% 7,545 \$m	71  KIA  +4% 6,925 \$m	72  FedEx  +10% 6,890 \$m
73  PayPal  +22% 6,621 \$m	74  LEGO  -7% 6,533 \$m	75  salesforce  +23% 6,432 \$m	76  Panasonic  +5% 6,293 \$m	77  Johann-Johann  +3% 6,231 \$m	78  LAND-ROVER  +2% 6,221 \$m	79  DHL  +3% 5,861 \$m	80  Ferrari  +18% 5,760 \$m
81  Dow  +6% 5,755 \$m	82  CATERPILLAR  +18% 5,730 \$m	83  TIFFANY & CO.  +5% 5,642 \$m	84  JACK DANIEL'S  +6% 5,641 \$m	85  Corona Extra  +16% 5,517 \$m	86  KFC  +3% 5,481 \$m	87  Heineken want your world  +4% 5,393 \$m	88  JOHN DEERE  +12% 5,375 \$m
89  Shell  +9% 5,276 \$m	90  MINI  +3% 5,254 \$m	91  Dior  +14% 5,223 \$m	92  Spotify  NEW 5,176 \$m	93  HARLEY-DAVIDSON OUTRIDER  -9% 5,161 \$m	94  BURBERRY LONDON ENGLAND  -3% 4,989 \$m	95  PRADA  +2% 4,812 \$m	96  Sprite  -2% 4,733 \$m
97  JOHNNIE WALKER  +7% 4,731 \$m	98  Hennessy  NEW 4,722 \$m	99  Nintendo  NEW 4,696 \$m	100  SUBARU  NEW 4,214 \$m				

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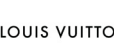







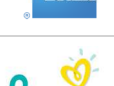




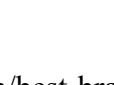
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# Best Global Brands 2017 Rankings

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2017 Rank	Brand	Sector	Change in Brand Value	Brand Value
01		Technology	+3%	184,154 \$m
02		Technology	+6%	141,703 \$m
03		Technology	+10%	79,999 \$m
04		Beverages	-5%	69,733 \$m
05		Retail	+29%	64,796 \$m
06		Technology	+9%	56,249 \$m
07		Automotive	-6%	50,291 \$m
08		Technology	+48%	48,188 \$m
09		Automotive	+10%	47,829 \$m
10		Business Services	-11%	46,829 \$m
11		Diversified	+3%	44,208 \$m
12		Restaurants	+5%	41,533 \$m
13		Automotive	0%	41,521 \$m

15		Technology	+7%	39,459 \$m
14		Media	+5%	40,772 \$m
16		Technology	+3%	31,930 \$m
17		Technology	+3%	27,466 \$m
18		Sporting Goods	+8%	27,021 \$m
19		Luxury	-4%	22,919 \$m
20		Automotive	+3%	22,696 \$m
21		Technology	+6%	22,635 \$m
22		Beverages	+1%	20,491 \$m
23		Apparel	-10%	20,488 \$m
24		Apparel	+11%	18,573 \$m
25		Retail	+4%	18,472 \$m
26		FMCG	-9%	18,200 \$m
27		Financial Services	-3%	17,787 \$m
28		FMCG	+2%	16,416 \$m
29		Logistics	+7%	16,387 \$m
30		Financial Services	+11%	15,749 \$m
31		Alcohol	+2%	15,375 \$m
32		Luxury	+11%	14,210 \$m











33	<a href="#">Work</a> <a href="#">View Best Brands</a> <a href="#">Services</a> <a href="#">About</a> <a href="#">Contact</a>	 <b>Automotive</b>	+5%	13,643 \$m
34		 <b>Retail</b>	+1%	13,224 \$m
35		 <b>Automotive</b>	+5%	13,193 \$m
36		 <b>Beverages</b>	+1%	12,661 \$m
37		 <b>Business Services</b>	+4%	12,471 \$m
38		 <b>Automotive</b>	+2%	12,023 \$m
39		 <b>Automotive</b>	+4%	11,534 \$m
40		 <b>Automotive</b>	+1%	11,522 \$m
41		 <b>Electronics</b>	+2%	11,519 \$m
42		 <b>Financial Services</b>	+5%	11,073 \$m
43		 <b>FMCG</b>	-6%	10,972 \$m
44		 <b>Financial Services</b>	+16%	10,864 \$m
45		 <b>FMCG</b>	-2%	10,674 \$m
46		 <b>Financial Services</b>	+3%	10,599 \$m
47		 <b>Financial Services</b>	+1%	10,534 \$m
48		 <b>Automotive</b>	+6%	10,129 \$m
49		 <b>Financial Services</b>	+6%	10,059 \$m
50		 <b>Diversified</b>	+6%	9,982 \$m

	Work	Views	Best Brands	Services	About	Contact		Global 9 Q
51			<b>GUCCI</b>			<b>Luxury</b>	+6%	9,969 \$m
52			<b>Canon</b>			<b>Electronics</b>	-12%	9,788 \$m
53						<b>Technology</b>	-8%	9,541 \$m
54						<b>FMCG</b>	+1%	9,322 \$m
55						<b>Sporting Goods</b>	+17%	9,216 \$m
56						<b>Technology</b>	+19%	9,060 \$m
57						<b>Technology</b>	-19%	8,951 \$m
58						<b>Diversified</b>	+9%	8,947 \$m
59						<b>FMCG</b>	0%	8,728 \$m
60						<b>Restaurants</b>	+16%	8,704 \$m
61			<b>SONY</b>			<b>Electronics</b>	+2%	8,474 \$m
62						<b>FMCG</b>	-1%	8,325 \$m
63			Morgan Stanley			<b>Financial Services</b>	+14%	8,205 \$m
64			<b>VISA</b>			<b>Financial Services</b>	+1%	7,815 \$m
65			<i>Cartier</i>			<b>Luxury</b>	-2%	7,547 \$m
66						<b>Media</b>	+4%	7,100 \$m
67						<b>FMCG</b>	+5%	7,024 \$m
68						<b>Financial Services</b>	+8%	6,702 \$m



	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			<b>Technology</b>	<b>+6%</b>			<b>6,626 \$m</b>	
71			<b>Financial Services</b>	<b>+11%</b>			<b>6,350 \$m</b>	
72			<b>Logistics</b>	<b>+12%</b>			<b>6,255 \$m</b>	
73			<b>Automotive</b>	<b>+7%</b>			<b>6,095 \$m</b>	
74			<b>FMCG</b>	<b>+4%</b>			<b>6,041 \$m</b>	
75			<b>Electronics</b>	<b>-6%</b>			<b>5,983 \$m</b>	
76			<b>Logistics</b>	<b>0%</b>			<b>5,715 \$m</b>	
77			<b>Automotive</b>	<b>+3%</b>			<b>5,671 \$m</b>	
78			<b>Media</b>	<b>NEW</b>			<b>5,592 \$m</b>	
79			<b>Media</b>	<b>-9%</b>			<b>5,411 \$m</b>	
80			<b>Financial Services</b>	<b>+12%</b>			<b>5,408 \$m</b>	
81			<b>Luxury</b>	<b>-6%</b>			<b>5,394 \$m</b>	
82			<b>Alcohol</b>	<b>+3%</b>			<b>5,332 \$m</b>	
83			<b>Restaurants</b>	<b>-7%</b>			<b>5,313 \$m</b>	
84			<b>Technology</b>	<b>NEW</b>			<b>5,224 \$m</b>	
85			<b>Alcohol</b>	<b>+1%</b>			<b>5,181 \$m</b>	
86			<b>Luxury</b>	<b>-4%</b>			<b>5,135 \$m</b>	



88	<a href="#">Work</a> <a href="#">Views</a> <a href="#">Best Brands</a> <a href="#">Services</a> <a href="#">About</a> <a href="#">Contact</a>		<b>Automotive</b>	<b>NEW</b>	Global 9 Q
87			<b>Automotive</b>	<b>+3%</b>	4,876 \$m 5,114 \$m
89			<b>Diversified</b>	<b>-10%</b>	4,868 \$m
90			<b>Beverages</b>	<b>-6%</b>	4,842 \$m
91			<b>Energy</b>	<b>+5%</b>	4,823 \$m
92			<b>Diversified</b>	<b>-1%</b>	4,783 \$m
93			<b>Alcohol</b>	<b>+6%</b>	4,776 \$m
94		<b>PRADA</b>	<b>Luxury</b>	<b>-14%</b>	4,716 \$m
95		<b>Dior</b>	<b>Luxury</b>	<b>-7%</b>	4,587 \$m
96			<b>Alcohol</b>	<b>+2%</b>	4,405 \$m
97			<b>Alcohol</b>	<b>+1%</b>	4,288 \$m
98		<b>TESLA</b>	<b>Automotive</b>	<b>0%</b>	4,009 \$m
99			<b>Alcohol</b>	<b>-3%</b>	4,006 \$m
100			<b>Technology</b>	<b>-1%</b>	4,004 \$m

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








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## Best Global Brands 2016 Rankings

















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2016 Rank	Brand	Change in Brand Value	Brand Value
01		+5%	178,119 \$m
02		+11%	133,252 \$m
03		-7%	73,102 \$m
04		+8%	72,795 \$m
05		+9%	53,580 \$m
06		-19%	52,500 \$m
07		+14%	51,808 \$m
08		+33%	50,338 \$m
09		+18%	43,490 \$m
10		+2%	43,130 \$m
11		+12%	41,535 \$m
12		-1%	39,381 \$m












**Interbrand**

14		+4% +6%	36,952 \$m 38,790 \$m
15		+48%	32,593 \$m
16		+4%	30,948 \$m
17		-3%	26,552 \$m
18		+9%	25,034 \$m
19		+8%	23,998 \$m
20		+2%	22,681 \$m
21		-4%	22,106 \$m
22		+13%	21,293 \$m
23		+3%	20,265 \$m
24		-10%	19,950 \$m
25		-3%	18,358 \$m
26		+8%	17,834 \$m
27		+19%	16,766 \$m
















**Interbrand**

29		+4%	15,333 \$m
28		+6%	16,134 \$m
30		+8%	15,099 \$m
31		+3%	14,227 \$m
32		-6%	13,136 \$m
33		+12%	12,962 \$m
34		+17%	12,833 \$m
35		+11%	12,547 \$m
36		+2%	12,517 \$m
37		+11%	12,033 \$m
38		+14%	11,799 \$m
39		-7%	11,711 \$m
40		-9%	11,436 \$m
41		+4%	11,336 \$m
42		-2%	11,081 \$m
43		+22%	11,066 \$m












**Interbrand**

44		NEW	11,027 \$m
45	L'ORÉAL	+1%	10,930 \$m
46		+14%	10,579 \$m
47	HSBC 	-10%	10,458 \$m
48		NEW	10,386 \$m
49		+5%	10,276 \$m
50		+18%	9,537 \$m
51	Allianz 	+12%	9,528 \$m
52	SIEMENS	+10%	9,415 \$m
53	GUCCI	+6%	9,385 \$m
54		-2%	9,378 \$m
55		+7%	9,197 \$m
56		+1%	8,708 \$m
57		-1%	8,413 \$m
58	SONY	+8%	8,315 \$m

**Interbrand**












59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62		-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65		+2%	7,200 \$m
66		+4%	6,830 \$m
67		+25%	6,691 \$m
68		-1%	6,365 \$m
69		+12%	6,326 \$m
70		+2%	6,223 \$m
71		-9%	5,944 \$m
72		+18%	5,835 \$m
73		+5%	5,790 \$m

**Interbrand**

74 75		-9% +2%	5,761 \$m 5,742 \$m
76		+3%	5,736 \$m
77		+6%	5,708 \$m
78		+11%	5,696 \$m
79		+9%	5,579 \$m
80		+1%	5,527 \$m
81	<b>PRADA</b>	-12%	5,504 \$m
82	<b>CATERPILLAR</b>	-9%	5,425 \$m
83	<b>BURBERRY</b>	-9%	5,362 \$m
84		-12%	5,290 \$m
85		+1%	5,193 \$m
86		-4%	5,148 \$m
87		+6%	5,123 \$m
88		+18%	4,986 \$m



**Interbrand**

89		+14% NEW	4,839 \$m 4,909 \$m
91		-8%	4,815 \$m
92		-17%	4,599 \$m
93		+1%	4,509 \$m
94		-9%	4,320 \$m
95		-5%	4,317 \$m
96		-4%	4,252 \$m
97		0%	4,118 \$m
98		-12%	4,092 \$m
99		-2%	4,045 \$m
100		NEW	4,011 \$m

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








**Interbrand**

## Rankings
















Filter +

2015 Rank	Brand	Brand Value	Change in Brand Value
01		170,276 \$m	+43%
02		120,314 \$m	+12%
03		78,423 \$m	-4%
04		67,670 \$m	+11%
05		65,095 \$m	-10%
06		49,048 \$m	+16%
07		45,297 \$m	0%
08		42,267 \$m	-7%
09		39,809 \$m	-6%
10		37,948 \$m	+29%
11		37,212 \$m	+9%
12		36,711 \$m	+7%
13		36,514 \$m	+13%















**Interbrand**

















14		35,415 \$m	+4%
15		29,854 \$m	-3%
16		27,283 \$m	+5%
17		23,070 \$m	+16%
18		23,056 \$m	-3%
19		22,975 \$m	+6%
20		22,250 \$m	-1%
21		22,222 \$m	+5%
22		22,218 \$m	-3%
23		22,029 \$m	+54%
24		19,622 \$m	+3%
25		18,922 \$m	-3%
26		18,768 \$m	+8%
27		16,541 \$m	+4%
28		15,267 \$m	+8%

**Interbrand**
















29		14,723 \$m	+2%
30		14,031 \$m	+16%
31		13,943 \$m	+7%
32		13,940 \$m	-3%
33		13,749 \$m	+10%
34		12,637 \$m	-6%
35		12,545 \$m	-9%
36		12,257 \$m	+7%
37		11,656 \$m	-11%
38		11,578 \$m	+6%
39		11,293 \$m	+8%
40		11,278 \$m	-4%
41		10,944 \$m	+22%
42		10,800 \$m	+9%
43		10,798 \$m	+6%

**Interbrand**










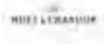

45		9,784 \$m	+12%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53		8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57		7,924 \$m	+6%
58		7,702 \$m	-5%

<b>Interbrand</b>				
60		Morgan Stanley	7,083 \$m	+12%
59		3M	7,243 \$m	+17%
61		VISA	6,870 \$m	+15%
62		adidas	6,811 \$m	-8%
63		THOMSON REUTERS	6,583 \$m	-12%
64		PEPSICO	6,509 \$m	+6%
65		Panasonic	6,436 \$m	+2%
66		TIFFANY & CO.	6,306 \$m	+6%
67		STARBUCKS	6,266 \$m	+16%
68		Adobe	6,257 \$m	+17%
69		PRADA	6,222 \$m	+4%
70		Santander	6,097 \$m	+13%
71		XEROX	6,033 \$m	-9%
72		CATERPILLAR	5,976 \$m	-12%
73		BURBERRY	5,873 \$m	+5%
74		KIA	5,666 \$m	+5%

**Interbrand**

75		5,639 \$m	-7%
76		5,551 \$m	+17%
77		5,533 \$m	+7%
78		5,530 \$m	-12%
79		5,460 \$m	+14%
80		5,391 \$m	+6%
81		5,365 \$m	-5%
82		5,362 \$m	New
83		5,208 \$m	+2%
84		5,161 \$m	+6%
85		5,133 \$m	+2%
86		5,130 \$m	+16%
87		5,109 \$m	+14%
88		4,952 \$m	+15%
89		4,822 \$m	+14%

**Interbrand**

90		4,763 \$m	-7%
91		4,629 \$m	-7%
92		4,540 \$m	-6%
93		4,456 \$m	+2%
94		4,407 \$m	-4%
95		4,330 \$m	-7%
96		4,270 \$m	+3%
97		4,251 \$m	New
98		4,243 \$m	New
99		4,131 \$m	New
100		4,114 \$m	New

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




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Interbrand

## Rankings
















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2014 Rank	Brand	Sector	Brand Value	Change in Brand Value	
01		Technology	118,863 \$m	+21%	
02		Technology	107,439 \$m	+15%	
03		Beverages	81,563 \$m	+3%	
04		Business Services	72,244 \$m	-8%	
05		Technology	61,154 \$m	+3%	
06		Diversified	45,480 \$m	-3%	
07		Technology	45,462 \$m	+15%	
08		Automotive	42,392 \$m	+20%	
09		Restaurants	42,254 \$m	+1%	
10		Automotive	34,338 \$m	+8%	
11		Automotive	34,214 \$m	+7%	















## Interbrand

	12		Technology	34,153 \$m	-8%	▸
▼	13		Media	32,223 \$m	+14%	▸
▼						▸
	14		Technology	30,936 \$m	+6%	▸
▼						▸
	15		Retail	29,478 \$m	+25%	▸
▼						▸
	16		Technology	25,980 \$m	+8%	▸
▼						▸
	17		Technology	23,758 \$m	-8%	▸
▼						▸
	18		FMCG	22,845 \$m	-9%	▸
▼						▸
	19		Luxury	22,552 \$m	-9%	▸
▼						▸
	20		Automotive	21,673 \$m	+17%	▸
▼						▸
	21		Apparel	21,083 \$m	+16%	▸
▼						▸
	22		Sporting Goods	19,875 \$m	+16%	▸
▼						▸
	23		Financial Services	19,510 \$m	+11%	▸
▼						▸
	24		Beverages	19,119 \$m	+7%	▸
▼						▸
	25		Technology	17,340 \$m	+4%	▸
▼						▸
	26		Retail	15,885 \$m	+15%	▸
▼						▸

















# Interbrand

27		Logistics	14,470 \$m	+5%	▶
28		Retail	14,358 \$m	+9%	▶
▼					▶
29		Technology	14,349 \$m	+86%	▶
▼					▶
30		FMCG	14,078 \$m	+8%	▶
▼					▶
31		Automotive	13,716 \$m	+23%	▶
▼					▶
32		FMCG	13,442 \$m	+4%	▶
▼					▶
33		Financial Services	13,142 \$m	+8%	▶
▼					▶
34		Alcohol	13,024 \$m	+3%	▶
▼					▶
35		Financial Services	12,456 \$m	+9%	▶
▼					▶
36		Apparel	12,126 \$m	+12%	▶
▼					▶
37		Electronics	11,702 \$m	+6%	▶
▼					▶
38		Beverages	11,406 \$m	+7%	▶
▼					▶
39		Automotive	10,876 \$m	+18%	▶
▼					▶
40		Automotive	10,409 \$m	+16%	▶
▼					▶
41		Luxury	10,385 \$m	+2%	▶
▼					▶

# Interbrand

▼	43		Electronics	10,404 \$m	+5%	▶
▼	44		Business Services	9,882 \$m	+4%	▶
▼	45		Automotive	9,831 \$m	+27%	▶
▼	46		Luxury	8,977 \$m	+18%	▶
▼	47		Financial Services	8,758 \$m	+3%	▶
▼	48		Financial Services	8,737 \$m	+10%	▶
▼	49		Diversified	8,672 \$m	+2%	▶
▼	50		FMCG	8,215 \$m	+5%	▶
▼	51		FMCG	8,205 \$m	+3%	▶
▼	52		Electronics	8,133 \$m	-3%	▶
▼	53		Financial Services	8,120 \$m	+14%	▶
▼	54		FMCG	8,000 \$m	+6%	▶
▼	55		Financial Services	7,702 \$m	+15%	▶
▼	56		Automotive	7,623 \$m	+23%	▶

Interbrand

▼	57		Luxury	7,449 \$m	+8%	▶
▼			Media	7,472 \$m	-8%	▶
▼	59		Sporting Goods	7,378 \$m	-2%	▶
▼	60		Automotive	7,171 \$m	+11%	▶
▼	61		Diversified	6,812 \$m	-4%	▶
▼	62		Business Services	6,641 \$m	-2%	▶
▼	63		Financial Services	6,334 \$m	+11%	▶
▼	64		Electronics	6,303 \$m	+8%	▶
▼	65		Energy	6,288 \$m	+14%	▶
▼	66		Diversified	6,177 \$m	+14%	▶
▼	67		Media	6,143 \$m	+7%	▶
▼	68		Restaurants	6,059 \$m	-2%	▶
▼	69		Financial Services	5,998 \$m	+10%	▶
▼	70		Luxury	5,977 \$m	+7%	▶
▼	71		Luxury	5,936 \$m	+9%	▶
▼	72		Beverages	5,646 \$m	-3%	▶



73		Luxury	5,594 \$m	+8%	▸
▼					
74		Automotive	5,396 \$m	+15%	▸
▼					
75		Financial Services	5,382 \$m	+16%	▸
▼					
76		Restaurants	5,382 \$m	+22%	▸
▼					
77		Technology	5,333 \$m	+9%	▸
▼					
78		FMCG	5,194 \$m	+9%	▸
▼					
79		Diversified	5,124 \$m	+5%	▸
▼					
80		Media	5,102 \$m	+2%	▸
▼					
81		Logistics	5,084 \$m	NEW	▸
▼					
82		Automotive	5,036 \$m	+10%	▸
▼					
83		Apparel	4,979 \$m	+9%	▸
▼					
84		FMCG	4,935 \$m	+6%	▸
▼					
85		Alcohol	4,884 \$m	+5%	▸
▼					
86		Alcohol	4,842 \$m	+2%	▸
▼					
87		Automotive	4,772 \$m	+13%	▸
▼					








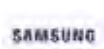







			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants	4,196 \$m	-2%	
▼						
	97		Apparel	4,143 \$m	NEW	
▼						
	98		Technology	4,138 \$m	-44%	
▼						
	99		Apparel	4,122 \$m	+5%	
▼						
	100		Electronics	4,103 \$m	-33%	
▼						
















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**Interbrand****Best Global Brands 2013  
Rankings**











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2013 Rank	Brand	Change in Brand Value	Brand Value
01		+28%	98,316 \$m
02		+34%	93,291 \$m
03		+2%	79,213 \$m
04		+4%	78,808 \$m
05		+3%	59,546 \$m
06		+7%	46,947 \$m
07		+5%	41,992 \$m
08		+20%	39,610 \$m
09		-5%	37,257 \$m
10		+17%	35,346 \$m
11		+6%	31,904 \$m
12		+10%	31,839 \$m
13		+7%	29,053 \$m






<b>Interbrand</b>			
14		+3%	28,147 \$m
15		-1%	25,843 \$m
16		+1%	25,105 \$m
17		+6%	24,893 \$m
18		+9%	24,088 \$m
19		+27%	23,620 \$m
20		+7%	18,490 \$m
21		+10%	18,168 \$m
22		+8%	17,892 \$m
23		+12%	17,646 \$m
24		+13%	17,085 \$m
25		+7%	16,676 \$m
26		+8%	13,818 \$m
27		+5%	13,763 \$m
28		+20%	13,162 \$m















**Interbrand**

29		+15%	13,035 \$m
30		+8%	12,987 \$m
31		+6%	12,614 \$m
32	HSBC 	+7%	12,183 \$m
33	J.P.Morgan	0%	11,456 \$m
34		+20%	11,120 \$m
35		-9%	10,989 \$m
36	ZARA	+14%	10,821 \$m
37	NESCAFÉ 	-4%	10,651 \$m
38	GUCCI	+7%	10,151 \$m
39	L'ORÉAL	+12%	9,874 \$m
40		+8%	9,813 \$m
41	accenture	+8%	9,471 \$m
42		+15%	9,181 \$m
43		+20%	9,004 \$m

















**Interbrand**

44		+12%	8,536 \$m
45		+13%	8,503 \$m
46		-8%	8,408 \$m
47		-4%	8,103 \$m
48		+5%	7,973 \$m
49		+6%	7,968 \$m
50		+2%	7,833 \$m
51		+8%	7,767 \$m
52		+43%	7,732 \$m
53		-1%	7,648 \$m
54		+23%	7,616 \$m
55		+12%	7,535 \$m
56		+9%	7,527 \$m
57		-65%	7,444 \$m
58		+13%	7,125 \$m












**Interbrand**

60		+5%	7,090 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

**Interbrand**

75		+5%	5,440 \$m
74		+11%	5,465 \$m
76		+16%	5,413 \$m
77		+20%	5,189 \$m
78		-12%	4,980 \$m
79		+8%	4,899 \$m
80		+15%	4,865 \$m
81		+9%	4,777 \$m
82		+10%	4,745 \$m
83		+15%	4,708 \$m
84		-2%	4,660 \$m
85		NEW	4,645 \$m
86		+7%	4,642 \$m
87		-11%	4,610 \$m
88		+14%	4,584 \$m
89		NEW	4,578 \$m

**Interbrand**

90		+2%	4,428 \$m
91		+8%	4,399 \$m
92		+10%	4,331 \$m
93		+5%	4,276 \$m
94		+2%	4,269 \$m
95		+5%	4,262 \$m
96		+10%	4,230 \$m
97		+8%	4,206 \$m
98		+6%	4,013 \$m
99		+3%	3,943 \$m
100		+5%	3,920 \$m

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




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**Interbrand****Best Global Brands 2012  
Rankings**

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2012 Rank	Brand	Change in Brand Value	Brand Value
01		+8%	77,839 \$m
02		+129%	76,568 \$m
03		+8%	75,532 \$m
04		+26%	69,726 \$m
05		-2%	57,853 \$m
06		+2%	43,682 \$m
07		+13%	40,062 \$m
08		+12%	39,385 \$m
09		+40%	32,893 \$m
10		+9%	30,280 \$m
11		+10%	30,097 \$m
12		+18%	29,052 \$m
13		-5%	27,438 \$m

**Interbrand**















14		+7%	27,197 \$m
15		-8%	26,087 \$m
16		+4%	24,898 \$m
17		+2%	23,577 \$m
18		+28%	22,126 \$m
19		-16%	21,009 \$m
20		+46%	18,625 \$m
21		-11%	17,280 \$m
22		+14%	16,594 \$m
23		+1%	16,571 \$m
24		+8%	15,702 \$m
25		+8%	15,641 \$m
26		+4%	15,126 \$m
27		+4%	13,088 \$m
28		+8%	12,808 \$m














**Interbrand**

29		+6%	12,068 \$m
30		+3%	12,029 \$m
31		-3%	11,872 \$m
32		-8%	11,471 \$m
33		-4%	11,378 \$m
34		NEW	11,296 \$m
35		-8%	11,089 \$m
36		+12%	10,947 \$m
37		+18%	9,488 \$m
38		+8%	9,446 \$m
39		+18%	9,252 \$m
40		-8%	9,111 \$m
41		+5%	9,066 \$m
42		+1%	8,821 \$m
43		+9%	8,745 \$m
















**Interbrand**

44		-11%	8,444 \$m
45		+6%	7,958 \$m
46		+1%	7,722 \$m
47		+7%	7,643 \$m
48		-16%	7,599 \$m
49		-9%	7,591 \$m
50		-12%	7,570 \$m
51		-5%	7,534 \$m
52		+8%	7,498 \$m
53		+24%	7,473 \$m
54	Morgan Stanley	+9%	7,218 \$m
55		+17%	7,196 \$m
56		-8%	7,082 \$m
57		+5%	6,916 \$m
58		+1%	6,748 \$m












**Interbrand**

60		+5%	6,794 \$m
61		+13%	6,306 \$m
62		+16%	6,184 \$m
63		+15%	6,182 \$m
64		+2%	5,994 \$m
65		+14%	5,765 \$m
66		+2%	5,709 \$m
67		-12%	5,648 \$m
68	<i>Cartier</i>	+15%	5,495 \$m
69		NEW	5,421 \$m
70	TIFFANY & CO.	+15%	5,159 \$m
71	AVON	-4%	5,151 \$m
72		+12%	5,149 \$m
73		+30%	4,969 \$m

**Interbrand**

75		+7%	4,788 \$m
74		+10%	4,944 \$m
76		-6%	4,771 \$m
77		+18%	4,656 \$m
78		+9%	4,557 \$m
79		+8%	4,378 \$m
80		-7%	4,360 \$m
81		+1%	4,352 \$m
82		+16%	4,342 \$m
83		+12%	4,301 \$m
84		NEW	4,271 \$m
85		+16%	4,221 \$m
86		+2%	4,193 \$m
87		NEW	4,089 \$m
88		+11%	4,062 \$m
89		+3%	4,061 \$m

**Interbrand**

90		+5%	4,050 \$m
91		NEW	4,038 \$m
92		+3%	3,939 \$m
93		-39%	3,922 \$m
94		NEW	3,896 \$m
95		-5%	3,866 \$m
96		+10%	3,857 \$m
97		-13%	3,851 \$m
98		-13%	3,824 \$m
99		+5%	3,770 \$m
100		-8%	3,731 \$m

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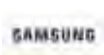








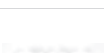

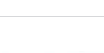
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**Interbrand****Best Global Brands 2011  
Rankings**







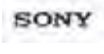








Filter +

2011 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	71,861 \$m
02		+8%	69,905 \$m
03		-3%	59,087 \$m
04		+27%	55,317 \$m
05		0%	42,808 \$m
06		+6%	35,593 \$m
07		+10%	35,217 \$m
08		+58%	33,492 \$m
09		+1%	29,018 \$m
10		+6%	28,479 \$m
11		+6%	27,764 \$m
12		+9%	27,445 \$m
13		+9%	25,309 \$m

**Interbrand**













14		-15%	25,071 \$m
15		+10%	24,554 \$m
16		+3%	23,997 \$m
17		+20%	23,430 \$m
18		+6%	23,172 \$m
19		+5%	19,431 \$m
20		+16%	17,262 \$m
21		+2%	16,459 \$m
22		+4%	14,590 \$m
23		+5%	14,572 \$m
24		+14%	14,542 \$m
25		+6%	14,528 \$m
26		+32%	12,758 \$m
27		+6%	12,536 \$m
28		+1%	12,437 \$m

**Interbrand**















29		0%	12,252 \$m
30		-5%	12,115 \$m
31		-5%	11,863 \$m
32		+2%	11,792 \$m
33		+2%	11,715 \$m
34		+3%	11,372 \$m
35		-13%	9,880 \$m
36		+16%	9,805 \$m
37		+6%	9,515 \$m
38		-3%	9,091 \$m
39		+5%	8,763 \$m
40		+9%	8,699 \$m
41		0%	8,658 \$m
42		-3%	8,620 \$m
43		-6%	8,347 \$m



















**Interbrand**

44	ZARA	+8%	8,065 \$m
45	accenture	+7%	8,005 \$m
46		+8%	7,900 \$m
47		+14%	7,857 \$m
48		-14%	7,731 \$m
49		+1%	7,609 \$m
50		+4%	7,483 \$m
51		+3%	7,127 \$m
52		+9%	6,936 \$m
53		0%	6,694 \$m
54	Morgan Stanley	-4%	6,634 \$m
55		+1%	6,613 \$m
56		-5%	6,424 \$m
57		+5%	6,414 \$m
58		-5%	6,383 \$m












**Interbrand**

60		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64		+19%	5,598 \$m
65		+6%	5,376 \$m
66		+12%	5,356 \$m
67		+9%	5,345 \$m
68		+5%	5,088 \$m
69		+16%	5,047 \$m
70		+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73		+9%	4,498 \$m

**Interbrand**

75		+12%	4,478 \$m
74		+12%	4,483 \$m
76		-11%	4,413 \$m
77		+9%	4,383 \$m
78		+7%	4,319 \$m
79		+1%	4,259 \$m
80		+15%	4,170 \$m
81		+3%	4,092 \$m
82		+2%	4,090 \$m
83		-2%	4,072 \$m
84		+2%	4,040 \$m
85		+10%	3,945 \$m
86		+2%	3,924 \$m
87		+4%	3,883 \$m
88		+8%	3,842 \$m
89		+6%	3,841 \$m

**Interbrand**

90		NEW	3,819 \$m
91		+8%	3,809 \$m
92		0%	3,799 \$m
93		+10%	3,794 \$m
94		+8%	3,769 \$m
95		+20%	3,732 \$m
96		+10%	3,663 \$m
97		NEW	3,651 \$m
98		NEW	3,605 \$m
99		+1%	3,591 \$m
100		+7%	3,512 \$m

Work  
Views  
Best Brands  
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About

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Newsroom














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**Interbrand****Best Global Brands 2010  
Rankings**
















Filter +

2010 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	70,452 \$m
02		+7%	64,727 \$m
03		+7%	60,895 \$m
04		+36%	43,557 \$m
05		-10%	42,808 \$m
06		+4%	33,578 \$m
07		+4%	32,015 \$m
08		-15%	29,495 \$m
09		+1%	28,731 \$m
10		+12%	26,867 \$m
11		-16%	26,192 \$m
12		+6%	25,179 \$m
13		+2%	23,298 \$m











**Interbrand**

14		+5%	23,219 \$m
15		+3%	22,322 \$m
16	LOUIS VUITTON	+4%	21,860 \$m
17		+37%	21,143 \$m
18		+5%	19,961 \$m
19	SAMSUNG	+11%	19,491 \$m
20	HONDA	+4%	18,506 \$m
21	H&M	+5%	16,136 \$m
22	ORACLE	+9%	14,881 \$m
23		+3%	14,061 \$m
24		-7%	13,944 \$m
25		+4%	13,706 \$m
26	SAP	+5%	12,756 \$m
27	NESCAFÉ	-4%	12,753 \$m
28		+4%	12,487 \$m

**Interbrand**












29		+29%	12,314 \$m
30		+4%	12,252 \$m
31		+2%	11,826 \$m
32		+10%	11,561 \$m
33		+10%	11,485 \$m
34		-5%	11,356 \$m
35		+6%	11,041 \$m
36		+23%	9,665 \$m
37		+1%	9,372 \$m
38		-2%	8,990 \$m
39		+6%	8,976 \$m
40		-13%	8,887 \$m
41		-14%	8,880 \$m
42		+7%	8,696 \$m
43		+15%	8,453 \$m

**Interbrand**





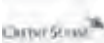


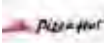






44	GUCCI	+2%	8,346 \$m
45	L'ORÉAL	+3%	7,981 \$m
46		+4%	7,534 \$m
47	accenture	-3%	7,481 \$m
48	ZARA	+10%	7,468 \$m
49		0%	7,315 \$m
50		+3%	7,195 \$m
51		+6%	6,919 \$m
52	Morgan Stanley	+8%	6,911 \$m
53		+6%	6,892 \$m
54		+32%	6,762 \$m
55		+3%	6,719 \$m
56		+3%	6,694 \$m
57		+4%	6,548 \$m
58		+7%	6,363 \$m














**Interbrand**

60		+5%	6,844 \$m
61		NEW	5,777 \$m
62		+2%	5,495 \$m
63		+9%	5,461 \$m
64	AVON	+3%	5,072 \$m
65		+9%	5,033 \$m
66	YAHOO!	-3%	4,958 \$m
67		+28%	4,904 \$m
68		NEW	4,846 \$m
69		+4%	4,782 \$m
70	CATERPILLAR	-6%	4,704 \$m
71		+3%	4,536 \$m
72		+4%	4,404 \$m
73		+3%	4,351 \$m

**Interbrand**

75		+8%	4,155 \$m
74		NEW	4,218 \$m
76	TIFFANY & CO.	+3%	4,127 \$m
77	<i>Cartier</i>	+2%	4,052 \$m
78		NEW	4,036 \$m
79		+7%	4,021 \$m
80		NEW	4,010 \$m
81		+24%	4,003 \$m
82		+26%	3,998 \$m
83		+2%	3,973 \$m
84		+1%	3,961 \$m
85		NEW	3,847 \$m
86		-13%	3,812 \$m
87		+5%	3,734 \$m
88		+15%	3,626 \$m
89		-2%	3,624 \$m

Interbrand 90		NEW	3,586 \$m
91		+1%	3,562 \$m
92		NEW	3,557 \$m
93		NEW	3,516 \$m
94		NEW	3,496 \$m
95		+4%	3,443 \$m
96		+5%	3,403 \$m
97		+2%	3,339 \$m
98		-24%	3,281 \$m
99		+5%	3,241 \$m
100		0%	3,110 \$m

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Best Brands  
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# EXHIBIT 4

# BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
1	 amazon	Retail	<b>334,646</b>	279,331	20%	4
2	 Apple	Technology	<b>303,381</b>	316,071	-4%	4
3	 Google	Technology	<b>303,217</b>	313,271	-3%	4
4	 Microsoft	Technology	<b>261,090</b>	215,500	21%	4
5	 VISA	Payments	<b>187,906</b>	163,891	15%	5
6	 facebook	Technology	<b>159,702</b>	161,145	-1%	4
7	 McDonald's	Fast Food	<b>143,787</b>	124,939	15%	4
8	 MasterCard	Payments	<b>106,263</b>	91,910	16%	4
9	 AT&T	Telecom Providers	<b>99,428</b>	106,426	-7%	3
10	 verizon	Telecom Providers	<b>98,375</b>	91,808	7%	4
11	 IBM	Technology	<b>82,877</b>	95,330	-13%	4
12	 Coca-Cola	Beverages	<b>80,338</b>	75,915	6%	5
13	 Marlboro	Tobacco	<b>63,473</b>	75,730	-16%	3
14	 The Home Depot	Retail	<b>53,822</b>	52,223	3%	3
15	 Nike	Apparel	<b>53,748</b>	47,069	14%	4
16	 Disney	Entertainment	<b>52,934</b>	53,902	-2%	4
17	 PayPal	Payments	<b>50,879</b>	43,594	17%	5
18	 ups	Logistics	<b>49,986</b>	57,026	-12%	5
19	 xfinity	Telecom Providers	<b>47,199</b>	40,118	18%	3
20	 Starbucks	Fast Food	<b>46,897</b>	42,231	11%	4
21	 accenture	Technology	<b>44,223</b>	36,851	20%	3
22	 Spectrum	Telecom Providers	<b>37,308</b>	38,806	-4%	2
23	 Walmart	Retail	<b>36,140</b>	30,741	18%	2
24	 AMERICAN EXPRESS	Payments	<b>35,650</b>	34,098	5%	4
25	 WELLS FARGO	Banks	<b>35,272</b>	49,503	-29%	3

























Source: BrandZ™/Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
26	 ORACLE®	Technology	<b>34,739</b>	29,904	16%	2
27	 intel	Technology	<b>32,864</b>	31,825	3%	2
28	 cisco	Technology	<b>30,188</b>	23,084	31%	2
29	 Adobe	Technology	<b>29,708</b>	23,726	25%	2
30	 YouTube	Entertainment	<b>29,659</b>	24,976	19%	4
31	 Instagram	Technology	<b>28,876</b>	14,608	98%	5
32	 salesforce	Technology	<b>28,669</b>	20,490	40%	3
33	 NETFLIX	Entertainment	<b>27,634</b>	30,224	-9%	2
34	 LinkedIn	Technology	<b>26,452</b>	20,816	27%	4
35	 Budweiser	Alcohol	<b>25,133</b>	25,426	-1%	4
36	 COSTCO WHOLESALE	Retail	<b>23,504</b>	19,945	18%	3
37	 GE	Conglomerate	<b>22,055</b>	32,218	-32%	2
38	 Uber	Transport	<b>21,299</b>	21,118	1%	3
39	 T-Mobile	Telecom Providers	<b>20,487</b>	17,925	14%	3
40	 CHASE	Banks	<b>20,427</b>	20,414	0%	3
41	 DELL Technologies	Technology	<b>20,335</b>	18,272	11%	3
42	 J.P.Morgan	Banks	<b>19,043</b>	19,281	-1%	3
43	 FedEx®	Logistics	<b>18,997</b>	24,624	-23%	5
44	 Pampers	Baby Care	<b>18,533</b>	18,691	-1%	5
45	 KFC®	Fast Food	<b>18,475</b>	15,757	17%	4
46	 SUBWAY	Fast Food	<b>18,269</b>	18,270	0%	4
47	 XBOX	Entertainment	<b>17,695</b>	15,329	15%	2
48	 Colgate	Personal Care	<b>17,643</b>	18,586	-5%	5
49	 citi	Banks	<b>17,122</b>	20,839	-18%	3
50	 ExxonMobil	Energy	<b>17,073</b>	17,749	-4%	1

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
51	 BANK OF AMERICA	Banks	15,177	18,543	-18%	2
52	 Lowe's	Retail	14,670	13,924	5%	2
53	 UnitedHealthcare	Insurance	14,220			2
54	 usbank	Banks	14,184	15,816	-10%	3
55	 Gillette	Personal Care	14,113	14,275	-1%	5
56	 hp	Technology	13,142	15,286	-14%	3
57	 pepsi	Beverages	12,186	11,908	2%	4
58	 Sprint	Telecom Providers	11,931	11,509	4%	3
59	 ESPN	Entertainment	11,882	11,958	-1%	4
60	 ebay	Retail	11,724	12,899	-9%	3
61	 Ford	Cars	11,089	12,569	-12%	3
62	 State Farm	Insurance	10,994	11,104	-1%	3
63	 Hilton	Travel Services	10,836	10,790	0%	3
64	 DELTA	Travel Services	10,733	10,768	0%	3
65	Morgan Stanley	Banks	9,623	11,670	-18%	2
66	 TARGET	Retail	9,594	8,492	13%	3
67	 Domino's	Fast Food	9,484	8,281	15%	3
68	 American Airlines	Travel Services	9,395	9,216	2%	3
69	 NBC	Entertainment	8,962	7,911	13%	3
70	 WHOLE FOODS MARKET	Retail	8,881	8,078	10%	4
71	 7-ELEVEN	Retail	8,834	8,565	3%	4
72	 Pinterest	Technology	8,823	6,094	45%	5
73	 Chevron	Energy	8,647	8,858	-2%	1
74	 Tide	Home Care	8,502	7,356	16%	5
75	 Lays	Food	8,263	8,220	1%	3

Source: BrandZ™/Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
76	 Hewlett Packard Enterprise	Technology	8,216	10,609	-23%	3
77	 Pizza Hut	Fast Food	8,195	7,480	10%	3
78	 MARRIOTT	Travel Services	8,191	8,344	-2%	2
79	 CenturyLink™	Telecom Providers	8,161	9,686	-16%	2
80	 GEICO	Insurance	8,036	7,405	9%	2
81	 CHIPOTLE MEXICAN GRILL	Fast Food	7,850	5,898	33%	4
82	 Walgreens Trusted since 1901™	Retail	7,743	8,365	-7%	3
83		Technology	7,639	6,041	26%	4
84	 UNITED	Travel Services	7,563	7,164	6%	2
85	 dish	Telecom Providers	7,502	9,842	-24%	3
86	 Goldman Sachs	Banks	7,469	9,255	-19%	4
87	 CBS	Entertainment	7,457	8,215	-9%	3
88	 PROGRESSIVE	Insurance	7,449	6,427	16%	2
89	 BURGER KING	Fast Food	7,280	6,642	10%	3
90	 CVS pharmacy	Retail	7,160	7,876	-9%	3
91	 aetna	Insurance	7,125			2
92	 HBO	Entertainment	7,073	6,754	5%	5
93	 Pall Mall	Tobacco	6,957	7,666	-9%	2
94	 airbnb	Travel Services	6,907			2
95	 TESLA	Cars	6,850	8,362	-18%	4
96	 TACO BELL	Fast Food	6,834			3
97	 PNC	Banks	6,810	8,980	-24%	2
98	ESTÉE LAUDER	Personal Care	6,737	6,146	10%	5
99	 Southwest	Travel Services	6,589	7,824	-16%	3
100	 CLINIQUE	Personal Care	6,514	6,278	4%	5

The Brand Value of Pepsi includes Diets

# BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
1		Technology	316,071	278,919	+13%	4
2		Technology	313,271	286,258	+9%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,500	155,404	+39%	4
5		Payments	163,891	121,692	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,266	+13%	4
8		Telecom Providers	106,426	114,915	-7%	3
9		Technology	95,330	102,129	-7%	4
10		Payments	91,910	55,416	+66%	4
11		Telecom Providers	91,808	86,948	+6%	4
12		Soft Drinks	75,915	76,388	-1%	5
13		Tobacco	75,730	91,507	-17%	3
14		Logistics	57,026	56,614	+1%	5
15		Entertainment	53,902	56,303	-4%	5
16		Retail	52,223	41,866	+25%	3
17		Banks	49,503	55,268	-10%	3
18		Apparel	47,069	34,295	+37%	4
19		Payments	43,594	23,190	+88%	5
20		Fast Food	42,231	46,071	-8%	4
21		Telecom Providers	40,118	44,758	-10%	3
22		Telecom Providers	38,806	41,239	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	27,697	+23%	4
25		Conglomerate	32,218	46,435	-31%	2




















Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
26		Technology	31,825	22,790	+40%	3
27		Retail	30,741	27,585	+11%	2
28		Entertainment	30,224	15,676	+93%	3
29		Technology	29,904	25,370	+18%	2
30		Beer	25,426	28,029	-9%	4
31		Technology	24,976	20,380	+23%	4
32		Logistics	24,624	19,993	+23%	5
33		Technology	23,726	14,265	+66%	3
34		Technology	23,084	17,701	30%	2
35		Transport	21,118	NEW		3
36		Banks	20,839	20,316	+3%	2
37		Technology	20,816	14,744	+41%	5
38		Technology	20,490	14,222	+44%	3
39		Banks	20,414	16,687	+22%	3
40		Retail	19,945	16,785	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	18,273	+2%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	19,529	-6%	4
47		Telecom Providers	17,925	16,926	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,895	+22%	4


The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
51	 XBOX	Entertainment	15,329	NEW		2
52	 hp	Technology	15,286	12,434	+23%	3
53	 Instagram	Technology	14,608	8,732	+67%	5
54	 Gillette™	Personal Care	14,275	15,921	-10%	5
55	 Lowe's	Retail	13,924	12,115	+15%	2
56	 ebay	Retail	12,899	12,962	+0%	3
57	 Ford	Cars	12,569	12,813	-2%	3
58	 ESPN	Entertainment	11,958	NEW		4
59	 pepsi	Soft Drinks	11,908	12,746	-7%	4
60	Morgan Stanley	Banks	11,670	9,775	+19%	2
61	 Sprint	Telecom Providers	11,509	13,316	-14%	3
62	 State Farm®	Insurance	11,104	10,014	+11%	3
63	 Hilton	Hotels	10,790	9,824	+10%	3
64	 DELTA	Airlines	10,768	10,557	+2%	3
65	 Hewlett Packard Enterprise	Technology	10,609	12,794	-17%	3
66	 dish	Telecom Providers	9,842	12,117	-19%	3
67	 CenturyLink™	Telecom Providers	9,686	6,693	+45%	2
68	 Goldman Sachs	Banks	9,255	8,700	+6%	3
69	 American Airlines	Airlines	9,216	9,586	-4%	2
70	 PNC	Banks	8,980	8,108	+11%	2
71	 Chevron	Oil & Gas	8,858	8,482	+4%	1
72	 7-ELEVEN®	Retail	8,565	9,036	-5%	4
73	 TARGET	Retail	8,492	7,517	+13%	3
74	 Walgreens Trusted since 1901™	Retail	8,365	10,200	-18%	3
75	 TESLA	Cars	8,362	8,319	+1%	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76	 MARRIOTT	Hotels	8,344	7,309	+14%	2
77	 Domino's®	Fast Food	8,281	7,120	+16%	3
78	 Lays	Food & Dairy	8,220	8,239	+0%	3
79	 CBS	Entertainment	8,215	NEW		3
80	 WHOLE FOODS MARKET	Retail	8,078	5,185	+56%	4
81	 NBC	Entertainment	7,911	NEW		3
82	 CVS pharmacy®	Retail	7,876	9,109	-14%	3
83	 Southwest®	Airlines	7,824	8,140	-4%	3
84	 Pall Mall	Tobacco	7,666	7,062	+9%	2
85	 Pizza Hut	Fast Food	7,480	7,364	+2%	3
86	 GEICO®	Insurance	7,405	6,491	+14%	2
87	 Newport	Tobacco	7,391	NEW		3
88	 FOX	Entertainment	7,376	NEW		3
89	 Tide	Home Care	7,356	7,945	-7%	5
90	 Snapchat	Technology	7,344	10,845	-32%	4
91	 LM	Tobacco	7,179	9,022	-20%	2
92	 UNITED 	Airlines	7,164	6,958	+3%	2
93	 HBO®	Entertainment	6,754	NEW		5
94	 BURGER KING	Fast Food	6,642	5,533	+20%	3
95	 PROGRESSIVE®	Insurance	6,427	4,758	+35%	2
96	 CLINIQUE	Personal Care	6,278	6,008	+5%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98	 Pinterest	Technology	6,094	NEW		5
99	 Twitter	Technology	6,041	NEW		4
100	 CHIPOTLE MEXICAN GRILL	Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets



# BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

	Brand	Category	Brand Value 2018 \$M	BC Index
1	Google	Technology	286,258	4
2	Apple	Technology	278,919	4
3	amazon	Retail	165,256	4
4	Microsoft	Technology	155,404	4
5	facebook	Technology	151,201	4
6	VISA	Payments	121,692	4
7	AT&T	Telecom Providers	114,915	3
8	McDonald's	Fast Food	110,266	4
9	IBM	Technology	102,129	4
10	Marlboro	Tobacco	91,507	3
11	verizon	Telecom Providers	86,948	3
12	Coca-Cola	Soft Drinks	76,388	5
13	ups	Logistics	56,614	5
14	Disney	Entertainment	56,303	5
15	mastercard	Payments	55,416	4
16	WELLS FARGO	Banks	55,268	3
17	GE	Conglomerate	46,435	2
18	Starbucks	Fast Food	46,071	4
19	xfinity	Telecom Providers	44,758	3
20	THE HOME DEPOT	Retail	41,866	3
21	Spectrum	Telecom Providers	41,239	2
22	Nike	Apparel	34,295	4
23	accenture	Technology	28,410	3
24	Budweiser	Beer	28,029	4
25	AMERICAN EXPRESS	Payments	27,697	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

	Brand	Category	Brand Value 2018 \$M	BC Index
26	Walmart	Retail	27,585	2
27	ORACLE	Technology	25,370	2
28	PayPal	Payments	23,190	5
29	intel	Technology	22,790	2
30	Pampers	Baby Care	22,000	5
31	YouTube	Technology	20,380	4
32	citi	Banks	20,316	2
33	FedEx	Logistics	19,993	5
34	SUBWAY	Fast Food	19,529	4
35	Colgate	Personal Care	18,273	4
36	ExxonMobil	Oil & Gas	18,212	1
37	cisco	Technology	17,701	2
38	usbank	Banks	17,185	3
39	T-Mobile	Telecom Providers	16,926	3
40	COSTCO WHOLESALE	Retail	16,785	2
41	CHASE	Banks	16,687	3
42	Gillette	Personal Care	15,921	5
43	J.P.Morgan	Banks	15,871	3
44	NETFLIX	Technology	15,676	3
45	LinkedIn	Technology	14,744	5
46	Adobe	Technology	14,265	2
47	salesforce	Technology	14,222	3
48	Bank of America	Banks	13,657	2
49	Sprint	Telecom Providers	13,316	3
50	ebay	Retail	12,962	3

	Brand	Category	Brand Value 2018 \$M	BC Index
51	KFC	Fast Food	12,895	3
52	Ford	Cars	12,813	3
53	Hewlett Packard Enterprise	Technology	12,794	3
54	pepsi	Soft Drinks	12,746	4
55	hp	Technology	12,434	3
56	dish	Telecom Providers	12,117	3
57	LOWE'S	Retail	12,115	2
58	Camel	Tobacco	10,952	3
59	SNAPCHAT	Technology	10,845	4
60	DELTA	Airlines	10,557	2
61	Walgreens	Retail	10,200	3
62	State Farm	Insurance	10,014	3
63	Hilton	Hotels	9,824	3
64	Morgan Stanley	Banks	9,775	2
65	American Airlines	Airlines	9,586	2
66	CVS pharmacy	Retail	9,109	3
67	7-ELEVEN	Retail	9,036	4
68	LM	Tobacco	9,022	2
69	Instagram	Technology	8,732	4
70	Goldman Sachs	Banks	8,700	3
71	Chevron	Oil & Gas	8,482	1
72	Ford	Cars	8,319	4
73	Lays	Food & Dairy	8,239	3
74	Southwest	Airlines	8,140	3
75	PNC	Banks	8,108	2

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
The Brand Value of Pepsi includes Diets

	Brand	Category	Brand Value 2018 \$M	BC Index
76	Tide	Home Care	7,945	5
77	TARGET	Retail	7,517	3
78	Pizza Hut	Fast Food	7,364	3
79	MARRIOTT	Hotels	7,309	2
80	Dominos	Fast Food	7,120	3
81	Pall Mall	Tobacco	7,062	2
82	UNITED	Airlines	6,958	2
83	UNIVERSAL	Entertainment	6,708	3
84	CenturyLink	Telecom Providers	6,693	2
85	Huggies	Baby Care	6,614	5
86	GEICO	Insurance	6,491	2
87	CLINIQUE	Personal Care	6,008	5
88	Kroger	Retail	5,898	3
89	DELL	Technology	5,788	3
90	Tropicana	Soft Drinks	5,748	4
91	CRISPER	Fast Food	5,684	4
92	PRINCE KING	Fast Food	5,533	2
93	Sprite	Soft Drinks	5,358	3
94	WHOLE FOODS	Retail	5,185	5
95	TJ-maxx	Retail	4,765	2
96	PROGRESSIVE	Insurance	4,758	2
97	GATORADE	Soft Drinks	4,694	4
98	TACO BELL	Fast Food	4,661	3
99	ESTÉE LAUDER	Personal Care	4,474	5
100	Capital One	Banks	4,472	3







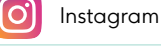



























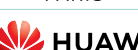











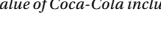



# EXHIBIT 5

# BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
1	 amazon	Retail	415,855	4	+32%	0	
2	 Apple	Technology	352,206	4	+14%	0	
3	 Microsoft	Technology	326,544	4	+30%	1	
4	 Google	Technology	323,601	4	+5%	-1	
5	 VISA	Payments	186,809	4	+5%	0	
6	 Alibaba Group 阿里巴巴集团	Retail	152,525	3	+16%	1	
7	 Tencent 腾讯	Technology	150,978	4	+15%	1	
8	 FACEBOOK	Technology	147,190	4	-7%	-2	
9	 McDonald's	Fast Food	129,321	4	-1%	0	
10	 Mastercard	Payments	108,129	4	+18%	2	
11	 AT&T	Telecom Providers	105,833	3	-2%	-1	
12	 verizon	Telecom Providers	94,662	4	+0%	-1	
13	 Coca-Cola	Beverages	84,022	5	+4%	1	
14	 IBM	Technology	83,667	4	-3%	-1	
15	 Marlboro	Tobacco	58,247	3	-19%	0	
16	 The Home Depot	Retail	57,585	3	+8%	3	
17	 SAP	Technology	57,578	3	+0%	-1	
18	 王老吉 WANGJIATAI	Alcohol	53,755	4	+58%	17	
19	 LOUIS VUITTON	Luxury	51,777	4	+10%	3	
20	 ups	Logistics	50,748	4	-8%	-2	
21	 Nike	Apparel	49,962	4	+5%	0	
22	 Disney	Entertainment	48,802	4	-14%	-5	
23	 PayPal	Payments	48,453	5	+10%	3	
24	 Starbucks	Fast Food	47,753	4	+4%	0	
25	 xfinity	Telecom Providers	46,973	3	-4%	-5	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 being the highest

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
26	 NETFLIX	Entertainment	45,889	3	+34%	8	
27	 Walmart	Retail	45,783	2	+24%	5	
28	 Spectrum	Telecom Providers	42,917	2	+12%	2	
29	 Instagram	Technology	41,501	4	+47%	15	
30	 accenture	Technology	41,437	3	+6%	-2	
31	 ICBC 中国工商银行	Regional Banks	38,149	2	-1%	-2	
32	 T-Mobile	Telecom Providers	37,297	3	-16%	-7	
33	 intel	Technology	37,257	2	+17%	3	
34	 CHANEL	Luxury	36,120	5	-2%	-3	
35	 Adobe	Technology	35,904	2	+29%	10	
36	 中国移动 China Mobile	Telecom Providers	34,583	4	-12%	-9	
37	 YouTube	Entertainment	33,976	4	+15%	2	
38	 中国平安 PING AN	Insurance	33,810	3	+15%	2	
39	 HERMÈS PARIS	Luxury	33,008	5	+7%	-2	
40	 SAMSUNG	Technology	32,580	4	+7%	-2	
41	 salesforce	Technology	30,489	3	+13%	5	
42	 WELLS FARGO	Regional Banks	30,443	3	-34%	-19	
43	 LinkedIn	Technology	29,936	4	+31%	15	
44	 L'ORÉAL PARIS	Personal Care	29,468	4	+4%	-1	
45	 HUAWEI	Technology	29,412	3	+9%	2	
46	 AMERICAN EXPRESS	Payments	29,333	4	-16%	-13	
47	 COSTCO WHOLESALE	Retail	28,677	3	+35%	15	
48	 TOYOTA	Cars	28,388	4	-3%	-7	
49	 GUCCI	Luxury	27,238	5	+8%	3	
50	 ORACLE	Technology	26,925	2	+2%	0	

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

# BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
51	 Cisco	Technology	26,254	2	-9%	-9	
52	 JD.COM	Retail	25,494	3	+24%	14	
53	 Budweiser	Beer	24,356	4	-7%	-2	
54	 Meituan	Lifestyle Platform	23,911	5	+27%	24	
55	 Vodafone	Telecom Providers	23,128	3	-13%	-6	
56	 Mercedes-Benz	Cars	21,349	4	-9%	-2	
57	 ZARA	Apparel	21,286	3	-6%	4	
58	 中国建设银行 China Construction Bank	Regional Banks	21,089	2	-7%	1	
59	 HDFC BANK	Regional Banks	20,796	4	-8%	1	
60	 RBC	Regional Banks	20,732	4	-9%	-3	
61	 BMW	Cars	20,517	4	-12%	-6	
62	 CHASE	Regional Banks	20,462	3	+0%	5	
63	 NTT	Telecom Providers	20,341	2	+1%	7	
64	 DiDi	Transport	20,041	4	+0%	7	
65	 XBOX	Entertainment	19,632	2	+18%	22	
66	 orange	Telecom Providers	19,392	3	-6%	-2	
67	 HSBC	Global Banks	18,747	3	-19%	-11	
68	 Haier	IoT Ecosystem	18,713	5	+15%	21	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,639	2	+2%	13	
70	 Pampers	Baby Care	18,502	5	-1%	9	
71	 DELL Technologies	Technology	18,194	3	-2%	10	
72	 IKEA	Retail	18,017	3	-5%	4	
73	 AIA	Insurance	17,815	3	+10%	17	
74	 J.P.Morgan	Global Banks	17,649	3	-11%	-1	
75	 LIC	Insurance	17,509	3	-14%	-7	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 being the highest

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
76	 Colgate	Personal Care	17,429	4	-1%	8	
77	 TD	Regional Banks	17,339	3	-13%	-5	
78	 BANK OF AMERICA	Regional Banks	16,924	2	-6%	5	
79	 TikTok	Entertainment	16,878	5	NEW		
80	 movistar	Telecom Providers	16,658	3	-14%	-5	
81	 Xiaomi	Technology	16,644	3	-16%	-7	
82	 KFC	Fast Food	16,584	3	-4%	3	
83	 Shell	Energy	16,129	1	-22%	-18	
84	 ALDI	Retail	15,927	3	+8%	12	
85	 Uber	Transport	15,848	3	-35%	-32	
86	 UnitedHealthcare	Insurance	15,799	2	NEW		
87	 citi	Global Banks	15,666	3	-17%	-10	
88	 FedEx	Logistics	15,461	5	-23%	-19	
89	 Gillette	Personal Care	15,116	5	+7%	9	
90	 BCA	Regional Banks	14,917	4	+11%	9	
91	 Baidu	Technology	14,840	5	-29%	-28	
92	 adidas	Apparel	14,812	4	+11%	8	
93	 DHL	Logistics	14,530	4	-13%	-5	
94	 SIEMENS	Conglomerate	13,981	2	-9%	-2	
95	 SUBWAY	Fast Food	13,768	4	-20%	-9	
96	 LOWE'S	Retail	13,717	2	-8%	-2	
97	 中国银行 BANK OF CHINA	Regional Banks	13,686	2	NEW		
98	 LANCÔME	Personal Care	13,617	5	+11%	N/A	
99	 pepsi	Beverages	13,319	4	NEW		
100	 Commonwealth Bank	Regional Banks	13,155	3	-17%	-9	

The Brand Value of Budweiser includes Bud Light  
The Brand Value of Pepsi includes Diets










































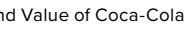

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

# BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1	 amazon	Retail	315,505	4	+52%	2	
2	 Apple	Technology	309,527	4	+3%	0	
3	 Google	Technology	309,000	4	+2%	-2	
4	 Microsoft	Technology	251,244	4	+25%	0	
5	 VISA	Payments	177,918	5	+22%	2	
6	 facebook	Technology	158,968	4	-2%	0	
7	 Alibaba Group 阿里巴巴集团	Retail	131,246	3	+16%	2	
8	 Tencent 腾讯	Technology	130,862	4	-27%	-3	
9	 McDonald's	Fast Food	130,368	4	+3%	-1	
10	 AT&T	Telecom Providers	108,375	3	+2%	0	
11	 verizon	Telecom Providers	94,598	4	+11%	1	
12	 Mastercard	Payments	91,929	4	+30%	3	
13	 IBM	Technology	86,005	4	-11%	-2	
14	 Coca-Cola	Beverages	80,825	5	+1%	0	
15	 Marlboro	Tobacco	71,958	3	-12%	-2	
16	 SAP	Technology	57,528	3	+4%	1	
17	 Disney	Entertainment	57,007	4	+6%	2	
18	 ups	Logistics	54,899	5	-9%	-2	
19	 THE HOME DEPOT	Retail	53,507	3	+13%	1	
20	 xfinity	Telecom Providers	48,889	3	+14%	4	
21		Apparel	47,360	4	+23%	8	
22	 LV	Luxury	47,214	5	+15%	4	
23	 WELLS FARGO	Regional Banks	46,468	3	-15%	-5	
24		Fast Food	45,884	4	+3%	-1	
25	 T..	Telecom Providers	44,219	3	+7%	0	

















































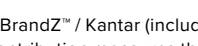

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
26	 PayPal	Payments	44,166	5	+25%	4	
27	 中国移动 China Mobile	Telecom Providers	39,322	4	-15%	-6	
28	 accenture	Technology	39,184	3	+16%	4	
29	 ICBC 中国工商银行	Regional Banks	38,432	2	-16%	-7	
30	 Spectrum	Telecom providers	38,423	2	-2%	-3	
31	 CHANEL	Luxury	37,006	5	NEW		
32	 Walmart	Retail	36,801	2	+8%	-1	
33	 AMERICAN EXPRESS	Payments	35,071	4	+17%	2	
34	 NETFLIX	Entertainment	34,290	3	+65%	27	
35	 王吉同	Alcohol	33,924	4	+6%	-1	
36	 intel	Technology	31,880	2	+13%	2	
37	 HERMÈS PARIS	Luxury	30,966	5	+10%	2	
38	 SAMSUNG	Technology	30,369	4	-6%	-5	
39	 YouTube	Entertainment	29,613	4	+29%	12	
40	 中国平安 PING AN	Insurance	29,470	3	+13%	3	
41	 TOYOTA	Cars	29,151	4	-3%	-5	
42	 CISCO	Technology	28,861	2	+35%	15	
43	 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	
44	 Instagram	Technology	28,205	4	+95%	47	
45	 Adobe	Technology	27,930	2	+57%	30	
46	 salesforce	Technology	26,917	3	+58%	32	
47	 HUAWEI	Technology	26,908	3	+8%	1	
48		Conglomerate	26,700	2	-32%	-20	
49	 vodafone	Telecom Providers	26,499	3	-8%	-12	
50	 ORACLE	Technology	26,488	2	+3%	-5	

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

# BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
51	 Budweiser	Beer	26,317	5	-3%	-11	
52	 GUCCI	Luxury	25,274	5	+13%	2	
53	 Uber	Transport	24,206	3	+51%	28	
54	 Mercedes-Benz	Cars	23,355	4	-9%	-8	
55	 BMW	Cars	23,326	4	-9%	-8	
56	 HSBC	Global Banks	23,169	3	-2%	-6	
57	 RBC	Regional Banks	22,845	4	0%	-5	
58	 LinkedIn	Technology	22,816	4	+46%	25	
59	 中国建设银行 China Construction Bank	Regional Banks	22,709	2	-4%	-10	
60	 HDFC BANK	Regional Banks	22,705	4	+9%	0	
61	 ZARA	Apparel	22,581	3	-16%	-19	
62	 COSTCO WHOLESALE	Retail	21,282	3	+17%	10	
63	 Bai 百度	Technology	20,879	5	-22%	-22	
64	 orange	Telecom Providers	20,728	3	+6%	1	
65	 Shell	Energy	20,669	1	+2%	-2	
66	 京东 JD	Retail	20,609	3	-2%	-7	
67	 CHASE	Regional Banks	20,514	3	+6%	0	
68	 LIC	Insurance	20,314	3	NEW		
69	 FedEx	Logistics	20,176	5	-9%	-13	
70	 NTT	Telecom Providers	20,070	3	-10%	-15	
71	 DiDi	Transport	20,041	4	NEW		
72	 TD	Regional Banks	19,958	3	+2%	-6	
73	 J.P.Morgan	Global Banks	19,827	3	+9%	0	
74	 mi Xiaomi	Technology	19,805	3	NEW		
75	 movistar	Telecom Providers	19,361	3	-15%	-22	

Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
76	 IKEA	Retail	18,949	3	+8%	0	
77	 citi	Global Banks	18,878	3	-11%	-19	
78	 美团 Meituan	Lifestyle Platform	18,760	5	NEW		
79	 Pampers	Baby Care	18,664	5	-8%	-15	
80	 ExxonMobil	Energy	18,604	1	+2%	-6	
81	 DELL Technologies	Technology	18,486	3	NEW		
82	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,199	2	-5%	-13	
83	 Bank of America	Regional Banks	17,983	2	+3%	-6	
84	 Colgate	Personal Care	17,567	4	-5%	-13	
85	 KFC	Fast Food	17,205	4	+14%	2	
86	 SUBWAY	Fast Food	17,124	4	-9%	-16	
87	 XBOX	Technology	16,690	2	NEW		
88	 DHL	Logistics	16,644	4	-19%	-26	
89	 Haier	IoT Ecosystem	16,272	5	NEW		
90	 AIA	Insurance	16,145	3	+7%	-4	
91	 Commonwealth Bank	Regional Banks	15,795	3	-18%	-23	
92	 SIEMENS	Conglomerate	15,308	2	-4%	-10	
93	 hp	Technology	15,202	3	+3%	-4	
94	 Lowe's	Retail	14,964	2	14%	1	
95	 usbank	Regional Banks	14,851	3	-9%	-15	
96	 ALDI	Retail	14,692	3	+7%	-3	
97	 TATA CONSULTANCY SERVICES	Technology	14,282	2	NEW		
98	 Gillette	Personal Care	14,150	5	-8%	-13	
99	 BCA	Regional Banks	13,437	4	+6%	0	
100	 adidas	Apparel	13,355	4	+7%	0	

The Brand Value of Budweiser includes Bud Light



# BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	Google	Technology	302,063	4	+23%	0	
2	Apple	Technology	300,595	4	+28%	0	
3	amazon	Retail	207,594	4	+49%	1	
4	Microsoft	Technology	200,987	4	+40%	-1	
5	Tencent 腾讯	Technology	178,990	5	+65%	3	
6	facebook	Technology	162,106	4	+25%	-1	
7	VISA	Payments	145,611	5	+31%	0	
8	McDonald's	Fast Food	126,044	4	+29%	2	
9	Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	
10	AT&T	Telecom Providers	106,698	3	-7%	-4	
11	IBM	Technology	96,269	4	-6%	-2	
12	verizon	Telecom Providers	84,897	3	-5%	-1	
13	Marlboro	Tobacco	81,914	3	-6%	-1	
14	Coca-Cola	Soft Drinks	79,964	5	+2%	-1	
15	mastercard	Payments	70,872	4	+42%	5	
16	ups	Logistics	60,412	5	+4%	0	
17	SAP	Technology	55,366	3	+23%	4	
18	WELLS FARGO	Regional Banks	54,952	3	-6%	-3	
19	Disney	Entertainment	53,833	5	+3%	-1	
20	THE HOME DEPOT	Retail	47,229	3	+17%	4	
21	中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	
22	ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	
23	Starbucks	Fast Food	44,503	4	+1%	-1	
24	xfinity	Telecom Providers	43,056	3	+3%	-1	
25	T-Mobile	Telecom Providers	41,499	3	+8%	0	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26	LV	Luxury	41,138	5	+41%	3	
27	Spectrum	Telecom Providers	39,372	2	NEW		
28	GE	Conglomerate	39,041	2	-22%	-9	
29	Nike	Apparel	38,479	4	+13%	-3	
30	PayPal	Payments	35,440	5	+85%	22	
31	Walmart	Retail	34,002	2	+22%	0	
32	accenture	Technology	33,723	3	+24%	0	
33	SAMSUNG	Technology	32,191	4	+34%	4	
34	MOËT	Alcohol	32,113	4	+89%	30	
35	AMERICAN EXPRESS	Payments	30,046	4	+24%	1	
36	TOYOTA	Cars	29,987	4	+5%	-6	
37	vodafone	Telecom Providers	28,860	3	-9%	-10	
38	intel	Technology	28,316	2	+29%	6	
39	HERMÈS PARIS	Luxury	28,063	5	+20%	2	
40	Budweiser	Beer	27,031	4	0%	-7	
41	Baidu 百度	Technology	26,861	5	+14%	-2	
42	ZARA	Apparel	26,860	3	+7%	-8	
43	中国平安 PINGAN	Insurance	26,141	3	+51%	18	
44	L'ORÉAL PARIS	Personal Care	26,107	4	+9%	-6	
45	ORACLE	Technology	25,802	2	+21%	1	
46	Mercedes-Benz	Cars	25,684	5	+9%	-6	
47	BMW	Cars	25,624	4	+4%	-12	
48	HUAWEI	Technology	24,922	3	+22%	1	
49	中国建设银行 China Construction Bank	Regional Banks	23,747	2	+27%	5	
50	HSBC	Global Banks	23,633	3	+15%	-2	















































The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light

# BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
51	 YouTube	Technology	22,958	4	+37%	14	
52	 RBC	Regional Banks	22,924	4	+8%	-5	
53	 movistar	Telecom Providers	22,824	3	+4%	-10	
54	 GUCCI	Luxury	22,442	5	+66%	26	
55	 NTT	Telecom Providers	22,377	3	+11%	-5	
56	 FedEx	Logistics	22,218	5	+14%	-5	
57	 cisco	Technology	21,331	2	+28%	9	
58	 citi	Global Banks	21,258	2	+21%	1	
59	 JD.COM	Retail	20,933	3	+94%	NEW	
60	 HDFC BANK	Regional Banks	20,874	4	+22%	3	
61	 NETFLIX	Entertainment	20,819	3	+73%	31	
62	 DHL	Logistics	20,568	4	+30%	8	
63	 Shell	Oil & Gas	20,264	1	+10%	-6	
64	 Pampers	Baby Care	20,183	5	-10%	-22	
65	 orange	Telecom Providers	19,647	3	+14%	-3	
66	 TD	Regional Banks	19,628	3	+6%	-10	
67	 CHASE	Regional Banks	19,324	3	+35%	6	
68	 Commonwealth Bank	Regional Banks	19,286	3	+11%	-8	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	19,141	2	+28%	3	
70	 SUBWAY	Fast Food	18,766	4	-14%	-25	
71	 Colgate	Personal Care	18,516	5	+4%	-13	
72	 Costco	Retail	18,265	3	+12%	-4	
73	 J.P.Morgan	Global Banks	18,251	3	+29%	1	
74	 ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75	 Adobe	Technology	17,831	3	+53%	23	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76	 IKEA	Retail	17,481	3	-8%	-23	
77	 Bank of America	Regional Banks	17,439	2	+42%	10	
78	 salesforce	Technology	17,026	3	+39%	12	
79	 中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80	 usbank	Regional Banks	16,278	3	+7%	-9	
81	 UBER	Transport	16,045	3	NEW		
82	 SIEMENS	Conglomerate	15,965	2	+14%	-5	
83	 Linked in	Technology	15,657	5	+15%	-4	
84	 中国银行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85	 Gillette	Personal Care	15,358	5	-6%	-18	
86	 THE REAL LIFE COMPANY	Insurance	15,131	3	+29%	11	
87	 KFC	Fast Food	15,131	4	+12%	-6	
88	 ebay	Retail	14,829	3	+20%	-2	
89	 hp	Technology	14,797	3	NEW		
90	 SF Express	Logistics	14,537	4	NEW		
91	 Instagram	Technology	14,496	5	NEW		
92	 ANZ	Regional Banks	14,465	3	+3%	-17	
93	 ALDI	Retail	13,785	3	+12%	-4	
94	 BT	Telecom Providers	13,604	3	-15%	-25	
95	 LOWE'S	Retail	13,111	3	-2%	-13	
96	 Ford	Cars	12,742	3	-2%	-13	
97	 HONDA	Cars	12,695	4	+4%	-6	
98	 pepsi	Soft Drinks	12,685	4	0%	-14	
99	 BCA	Regional Banks	12,674	4	NEW		
100	 adidas	Apparel	12,456	4	+50%	NEW	

The Brand Value of Pepsi includes Diets



# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1	Google	Technology	245,581	4	7%	0
2	Apple	Technology	234,671	4	3%	0
3	Microsoft	Technology	143,222	4	18%	0
4	amazon	Retail	139,286	4	41%	3
5	facebook	Technology	129,800	4	27%	0
6	AT&T	Telecom Providers	115,112	3	7%	-2
7	VISA	Payments	110,999	4	10%	-1
8	Tencent 腾讯	Technology	108,292	5	27%	3
9	IBM	Technology	102,088	4	18%	1
10	McDonald's	Fast Food	97,723	4	10%	-1
11	verizon	Telecom Providers	89,279	3	-4%	-3
12	Marlboro	Tobacco	87,519	3	4%	0
13	Coca-Cola	Soft Drinks	78,142	5	-3%	0
14	Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15	Wells Fargo	Regional Banks	58,424	3	0%	-1
16	ups	Logistics	58,275	4	17%	1
17	中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18	Disney	Entertainment	52,040	4	6%	1
19	GE	Conglomerate	50,208	2	-7%	-3
20	MasterCard	Payments	49,928	4	8%	0
21	SAP	Technology	45,194	3	16%	1
22	Starbucks	Fast Food	44,230	4	2%	-1
23	xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24	Home Depot	Retail	40,327	3	11%	2
25	T-Mobile	Telecom Providers	38,493	3	2%	-2

Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26	Nike	Apparel	34,185	4	-9%	-2
27	vodafone	Telecom Providers	31,602	3	-14%	-2
28	ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29	Louis Vuitton	Luxury	29,242	4	3%	1
30	TOYOTA	Cars	28,660	4	-3%	-2
31	Walmart	Retail	27,934	2	2%	1
32	accenture	Technology	27,243	3	19%	6
33	Budweiser	Beer	27,037	4	-3%	-2
34	ZARA	Apparel	25,135	3	0%	1
35	BMW	Cars	24,559	4	-8%	-2
36	AMERICAN EXPRESS	Payments	24,150	4	-9%	-2
37	SAMSUNG	Technology	24,007	4	23%	11
38	L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39	Baidu 百度	Technology	23,559	5	-19%	-10
40	Mercedes-Benz	Cars	23,513	4	4%	-1
41	HERMÈS PARIS	Luxury	23,416	5	18%	3
42	Pampers	Baby Care	22,312	5	-3%	-5
43	movistar	Telecom Providers	22,002	3	0%	-3
44	intel	Technology	21,919	2	18%	7
45	SUBWAY	Fast Food	21,713	4	1%	-4
46	ORACLE®	Technology	21,359	2	10%	3
47	RBC	Regional Banks	21,145	4	8%	-2
48	HSBC	Global Banks	20,536	3	1%	-5
49	HUAWEI	Technology	20,388	3	9%	1
50	NTT	Telecom Providers	20,197	2	3%	-3

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light



# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51		Logistics	19,441	4	20%	12
52		Payments	19,156	4	20%	13
53		Retail	18,944	3	5%	2
54		Regional Banks	18,770	2	-4%	-8
55		Oil & Gas	18,727	1	11%	3
56		Regional Banks	18,551	3	12%	4
57		Oil & Gas	18,346	1	23%	9
58		Personal Care	17,740	4	-3%	-4
59		Global Banks	17,580	2	3%	-3
60		Regional Banks	17,437	3	7%	4
61		Insurance	17,260	3	2%	-4
62		Telecom Providers	17,180	3	-7%	-9
63		Regional Banks	17,137	4	19%	6
64		Alcohol	16,983	4	48%	29
65		Technology	16,785	4	NEW ENTRY	
66		Technology	16,725	2	15%	1
67		Personal Care	16,278	5	-1%	-6
68		Retail	16,257	2	12%	0
69		Telecom Providers	16,026	3	-14%	-17
70		Logistics	15,844	4	20%	3
71		Regional Banks	15,202	3	8%	-1
72		Regional Banks	14,981	2	-8%	-10
73		Regional Banks	14,289	3	16%	11
74		Global Banks	14,129	3	18%	15
75		Regional Banks	14,044	3	9%	2























Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76		Technology	14,018	3	NEW ENTRY	
77		Conglomerate	13,947	2	12%	4
78		Insurance	13,910	3	-17%	-19
79		Technology	13,594	4	10%	6
80		Luxury	13,548	5	8%	0
81		Fast Food	13,521	3	9%	1
82		Retail	13,375	2	3%	-6
83		Cars	13,065	3	0%	-8
84		Soft Drinks	12,730	4	4%	2
85		Oil & Gas	12,639	1	-4%	-13
86		Retail	12,365	3	7%	5
87		Regional Banks	12,286	2	9%	8
88		Telecom Providers	12,273	4	-4%	-10
89		Retail	12,273	2	2%	-2
90		Technology	12,234	2	NEW ENTRY	
91		Cars	12,163	4	-8%	-17
92		Technology	12,057	2	NEW ENTRY	
93		Technology	12,026	4	NEW ENTRY	
94		Regional Banks	12,013	2	-13%	-23
95		Telecom Providers	11,964	2	5%	-1
96		Telecom Providers	11,795	3	NEW ENTRY	
97		Insurance	11,691	3	11%	1
98		Technology	11,649	2	12%	2
99		Soft Drinks	11,567	4	-1%	-9
100		Cars	11,341	3	-1%	-8

The Brand Value of Pepsi includes Diets  
The Brand Value of Red Bull includes sugar-free and Cola

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 IBM	Technology	86,206	4	-8%	-6
11	 Tencent 腾讯	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 Wells Fargo	Regional Banks	58,540	3	-1%	2
15	 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16	 GE	Conglomerate	54,093	2	-9%	1
17	 UPS	Logistics	49,816	4	-4%	1
18	 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19	 Disney	Entertainment	49,229	4	15%	0
20	 MasterCard	Payments	46,141	4	15%	0
21	 Starbucks	Fast Food	43,565	4	49%	8
22	 SAP	Technology	39,023	3	2%	2
23	 T-Mobile	Telecom Providers	37,733	3	12%	4
24	 Nike	Apparel	37,472	4	26%	4
25	 Vodafone	Telecom Providers	36,750	3	-4%	-2


























Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 Home Depot	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 L'V	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35	 Z A R A	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 M movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS PARIS	Luxury	19,821	5	5%	11
45	 RBC	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE®	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
NTT is now valued as a telecom provider and its brand value is restated this year

# BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51		Technology	18,632	2	1%	5
52		Telecom Providers	18,575	3	3%	6
53		Telecom Providers	18,465	3	6%	8
54		Personal Care	18,319	4	2%	3
55		Retail	18,082	3	6%	9
56		Global Banks	17,055	2	-2%	4
57		Insurance	16,910	2	6%	11
58		Oil & Gas	16,838	1	-18%	-9
59		Insurance	16,712	2	-4%	3
60		Regional Banks	16,543	3	-20%	-13
61		Personal Care	16,400	4	-17%	-9
62		Regional Banks	16,331	2	-19%	-12
63		Logistics	16,236	4	-17%	-10
64		Regional Banks	16,227	3	-21%	-16
65		Payments	15,910	4	35%	23
66		Oil & Gas	14,940	1	-21%	-12
67		Technology	14,508	2	-10%	0
68		Retail	14,461	2	29%	29
69		Regional Banks	14,440	3	3%	5
70		Regional Banks	14,098	2	-5%	2
71		Regional Banks	13,803	2	-16%	-6
72		Oil & Gas	13,206	1	-24%	-9
73		Logistics	13,199	4	-19%	-7
74		Cars	13,195	3	-1%	4
75		Cars	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76		Retail	13,001	2	21%	<b>NEW</b>
77		Regional Banks	12,883	3	-27%	-18
78		Telecom Providers	12,825	3	1%	4
79		Apparel	12,665	2	-8%	-4
80		Luxury	12,592	5	-9%	-4
81		Conglomerate	12,485	2	-19%	-12
82		Fast Food	12,386	3	-2%	1
83		Oil & Gas	12,341	1	-18%	-12
84		Regional Banks	12,330	3	6%	5
85		Technology	12,314	4	1%	0
86		Soft Drinks	12,188	4	-7%	-7
87		Retail	12,077	2	4%	3
88		Retail	12,074	3	17%	<b>NEW</b>
89		Global Banks	11,943	2	-12%	-12
90		Soft Drinks	11,667	3	3%	4
91		Retail	11,509	2	-19%	-18
92		Cars	11,479	2	1%	1
93		Alcohol	11,465	4		<b>NEW</b>
94		Telecom Providers	11,343	2	2%	4
95		Regional Banks	11,289	2	0%	0
96		Oil & Gas	10,552	1	-18%	-15
97		Beer	10,549	4	9%	<b>NEW</b>
98		Insurance	10,545	2	10%	<b>NEW</b>
99		Retail	10,496	2	37%	<b>NEW</b>
100		Technology	10,440	2	41%	<b>NEW</b>

The Brand Value of Pepsi includes Diets  
The Brand Value of Red Bull includes sugar-free and Cola

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015


























	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,914	4	67%	1
2	 Google	Technology	175,171	4	9%	1
3	 Microsoft	Technology	115,502	1	20%	1
4	 IBM	Technology	95,752	4	+12%	-1
5	 VISA	Payments	91,412	4	16%	2
6	 AT&T	Telecom Providers	82,457	1	19%	2
7	 Verizon	Telecom Providers	81,342	2	36%	4
8	 Coca-Cola	Soft Drinks	65,541	3	4%	2
9	 McDonald's	Fast Food	57,149	1	-1%	-1
10	 Merck	Pharma	51,454	2	15%	-1
11	 Tencent 腾讯	Technology	50,721	3	43%	3
12	 Facebook	Technology	47,162	4	69%	9
13	 Alibaba Group 阿里巴巴集团	Retail	45,373	2	Value UNTYPED	
14	 amazon.com	Retail	42,247	1	1%	4
15	 中国移动 China Mobile	Telecom Providers	38,586	4	77%	1
16	 Wells Fargo	Regional Banks	35,330	3	2%	-2
17	 中国银行 Bank of China	Conglomerate	34,272	2	5%	2
18	 UPS	Logistics	31,720	5	3%	-2
19	 Disney	Entertainment	31,602	5	24%	4
20	 MasterCard	Payments	30,758	4	2%	2
21	 Baidu 百度	Technology	29,040	5	77%	1
22	 ICBC 中国工商银行 Industrial Bank of China	Regional Banks	28,843	1	-1%	-1
23	 中国联通 China Unicom	Telecom Providers	28,401	3	6%	-3
24	 SAP	Technology	27,777	1	3%	5
25	 American Express	Payments	26,652	4	17%	1

Source: Brand Finance, a division of the Brand Finance Group, an Equal Opportunity Employer. All figures are estimates and should not be used for investment or other financial purposes.


























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# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015















	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	17,241	5	2%	+1
27	 T-Mobile	Telecom Providers	16,634	5	11%	0
28	 Nike	Apparel	16,571	4	21%	6
29	 Starbucks	Fast Food	14,112	1	14%	2
30	 Tencent	Gam	13,013	4	+2%	+1
31	 Home Depot	Retail	12,703	2	13%	9
32	 Louis Vuitton	Luxury	12,441	3	6%	+3
33	 Porsche	Car	12,357	4	2%	2
34	 BMW	Car	12,140	4	2%	1
35	 HSBC	Global Banks	9,724	3	+1%	+2
36	 Banco do Brasil	Regional Banks	8,650	4	7%	2
37	 Huggo	Baby Care	8,574	2	1%	1
38	 Porsche Financial	Financial Corp	7,376	4	0%	+2
39	 HP	Technology	6,659	3	+5%	-
40	 Wendy's	Fast Food	5,921	4	+1%	2
41	 Banco de México	Regional Banks	5,635	2	+1%	+2
42	 ZARA	Apparel	5,025	3	+1%	+1
43	 Mercedes-Benz	Car	4,756	4	1%	3
44	 Oracle	Technology	4,517	2	1%	1
45	 Samsung	Technology	4,400	4	+1%	+1
46	 Movistar	Telecom Providers	4,231	2	2%	0
47	 TD Bank	Regional Banks	3,673	2	3%	0
48	 Commerzbank	Regional Banks	3,590	3	+2%	+4
49	 ExxonMobil	Oil & Gas	3,452	1	3%	-1
50	 Bank of China	Regional Banks	3,165	1	1%	1

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
31	 <b>accenture</b>	Technology	32,103	7	+1%	2
32	 <b>L'Oréal Paris</b>	Personal Care	19,752	5	+8%	2
33	 <b>FedEx</b>	Logistics	19,691	7	+5%	3
34	 <b>Shell</b>	Oil & Gas	18,241		+2%	-1
35	 <b>HERMÈS</b>	Luxury	18,208	5	+13%	+14
36	 <b>Intel</b>	Technology	18,189	2	+5%	+1
37	 <b>Colgate</b>	Personal Care	17,977	4	+2%	-1
38	 <b>BT</b>	Telecom Providers	17,263	3	+7%	3
39	 <b>ANZ</b>	Regional Banks	17,102	4	+2%	3
40	 <b>citi</b>	Global Banks	17,100	2	+1%	-1
41	 <b>Orange</b>	Telecom Providers	17,014	3	+6%	1
42	 <b>ping-pong</b>	Recreation	15,306	3	+4%	1
43	 <b>Shell</b>	Oil & Gas	15,267	1	+1%	1
44	 <b>IKEA</b>	Retail	14,425	2	+17%	+11
45	 <b>中國銀行</b>	Regional Banks	14,126	2	+6%	2
46	 <b>DHL</b>	Logistics	14,007	4	+5%	2
47	 <b>cisco</b>	Technology	14,000	2	+3%	2
48	 <b>中国平安</b>	Insurance	13,939	3	+2%	0
49	 <b>SIEMENS</b>	Technology	13,490	1	+6%	+10
50	 <b>HUAWEI</b>	Technology	13,115	2	NEW ENTRY	
51	 <b>Petrobras</b>	Oil & Gas	12,900	1	+1%	3
52	 <b>US bank</b>	Regional Banks	12,707	1	+2%	2
53	 <b>ebay</b>	Retail	12,171	2	+4%	+2
54	 <b>HSBC BANK</b>	Regional Banks	12,000	4	NEW ENTRY	
55	 <b>H&amp;M</b>	Apparel	11,757	2	+1%	+2

Source: BrandZ™ Top 100 Most Valuable Global Brands™ 2015. © Interbrand Inc. 2015. All rights reserved.  
 \* The list is based on the estimated market value of the brands, not the value of the companies that own them.

# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 GUCCI	Luxury	15,600	5	+12%	1
2	 JPMorgan	Global Banks	15,511	2	+3%	2
3	 HONDA	Cars	15,324	4	+15%	3
4	 PepsiCo	Soft Drinks	15,151	1	+24%	4
5	 Ford	Cars	15,045	3	+13%	5
6	 Coca-Cola	C&F & G&F	14,995	2	+1%	6
7	 China Mobile	Telecom Providers	14,721	1	NEW ENTRY	
8	 McDonald's	Fast Food	14,647	4	+6%	7
9	 Westpac	Regional Banks	14,420	4	+6%	8
10	 LinkedIn	Technology	12,700	3	+2%	9
11	 Citigroup	Global Banks	12,311	5	+5%	10
12	 Woolworths	Retail	12,112	4	+3%	11
13	 PayPal	Payments	11,100	2	+12%	12
14	 CHASE	Regional Banks	11,001	3	+5%	13
15	 Audi	Retail	10,900	2	+11%	14
16	 ING	Global Banks	11,770	3	+6%	15
17	 Twitter	Technology	11,647	4	+17%	16
18	 Citigroup	Cars	11,111	3	+1%	17
19	 JetBlue	Soft Drinks	11,000	1	+5%	18
20	 Bank of America	Regional Banks	11,001	1	+5%	19
21	 docomo	Telecom Providers	11,000	2	+11%	20
22	 Costco	Retail	11,211	2	NEW ENTRY	
23	 SoftBank	Telecom Providers	11,111	1	NEW ENTRY	
24	 中国电信	Telecom Providers	11,111	4	NEW ENTRY	
25	 Scotiabank	Regional Banks	11,001	3	+6%	21



## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	% Change	Brand Value (\$Bn)	% Change
1	Google	USA	245.1	+10%	222.8	+10%
2	Apple	USA	178.9	+14%	156.5	+14%
3	IBM	USA	171.8	+1%	169.8	+1%
4	Microsoft	USA	161.1	+1%	159.5	+1%
5	McDonald's	USA	150.0	+1%	148.5	+1%
6	Coca-Cola	USA	140.1	+1%	138.5	+1%
7	Visa	USA	130.1	+1%	128.5	+1%
8	Starbucks	USA	120.1	+1%	118.5	+1%
9	Walmart	USA	110.1	+1%	108.5	+1%
10	Amazon	USA	100.1	+1%	98.5	+1%
11	Facebook	USA	90.1	+1%	88.5	+1%
12	Twitter	USA	80.1	+1%	78.5	+1%
13	LinkedIn	USA	70.1	+1%	68.5	+1%
14	YouTube	USA	60.1	+1%	58.5	+1%
15	Netflix	USA	50.1	+1%	48.5	+1%
16	Spotify	Sweden	40.1	+1%	38.5	+1%
17	Dropbox	USA	30.1	+1%	28.5	+1%
18	Slack	USA	20.1	+1%	18.5	+1%
19	Zoom	USA	10.1	+1%	9.5	+1%
20	Skype	USA	5.1	+1%	4.5	+1%

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014























## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	% Change	Brand Value (\$Bn)	% Change
21	Netflix	USA	40.1	+1%	38.5	+1%
22	Spotify	Sweden	30.1	+1%	28.5	+1%
23	Dropbox	USA	20.1	+1%	18.5	+1%
24	Slack	USA	10.1	+1%	9.5	+1%
25	Zoom	USA	5.1	+1%	4.5	+1%
26	Skype	USA	5.1	+1%	4.5	+1%
27	WhatsApp	India	4.1	+1%	3.5	+1%
28	Telegram	Russia	3.1	+1%	2.5	+1%
29	Signal	Switzerland	2.1	+1%	1.5	+1%
30	Signal	Switzerland	2.1	+1%	1.5	+1%
31	Signal	Switzerland	2.1	+1%	1.5	+1%
32	Signal	Switzerland	2.1	+1%	1.5	+1%
33	Signal	Switzerland	2.1	+1%	1.5	+1%
34	Signal	Switzerland	2.1	+1%	1.5	+1%
35	Signal	Switzerland	2.1	+1%	1.5	+1%
36	Signal	Switzerland	2.1	+1%	1.5	+1%
37	Signal	Switzerland	2.1	+1%	1.5	+1%
38	Signal	Switzerland	2.1	+1%	1.5	+1%
39	Signal	Switzerland	2.1	+1%	1.5	+1%
40	Signal	Switzerland	2.1	+1%	1.5	+1%

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014


























By: BrandZ™

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
1	 Coca-Cola	USA	62.0	+1%	120
2	 Apple	USA	52.0	+1%	35
3	 Microsoft	USA	47.0	+1%	40
4	 Amazon.com	USA	46.0	+1%	15
5	 Google	USA	45.0	+1%	25
6	 Facebook	USA	44.0	+1%	8
7	 IBM	USA	43.0	+1%	85
8	 FedEx	USA	42.0	+1%	30
9	 Samsung	South Korea	41.0	+1%	25
10	 Walmart	USA	40.0	+1%	45
11	 Alibaba Group	China	39.0	+1%	15
12	 Ally Bank	USA	38.0	+1%	10
13	 JP Morgan Chase	USA	37.0	+1%	160
14	 HSBC	UK	36.0	+1%	150
15	 Bank of America	USA	35.0	+1%	120
16	 Tesco	UK	34.0	+1%	70
17	 J&J	USA	33.0	+1%	100
18	 Coca-Cola	USA	32.0	+1%	120
19	 Walmart	USA	31.0	+1%	45
20	 Ally Bank	USA	30.0	+1%	10
21	 JP Morgan Chase	USA	29.0	+1%	160
22	 Ally Bank	USA	28.0	+1%	10
23	 JP Morgan Chase	USA	27.0	+1%	160
24	 Ally Bank	USA	26.0	+1%	10
25	 JP Morgan Chase	USA	25.0	+1%	160

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand Inc.

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
26	 Ally Bank	USA	24.0	+1%	10
27	 JP Morgan Chase	USA	23.0	+1%	160
28	 Ally Bank	USA	22.0	+1%	10
29	 JP Morgan Chase	USA	21.0	+1%	160
30	 Ally Bank	USA	20.0	+1%	10
31	 JP Morgan Chase	USA	19.0	+1%	160
32	 Ally Bank	USA	18.0	+1%	10
33	 JP Morgan Chase	USA	17.0	+1%	160
34	 Ally Bank	USA	16.0	+1%	10
35	 JP Morgan Chase	USA	15.0	+1%	160
36	 Ally Bank	USA	14.0	+1%	10
37	 JP Morgan Chase	USA	13.0	+1%	160
38	 Ally Bank	USA	12.0	+1%	10
39	 JP Morgan Chase	USA	11.0	+1%	160
40	 Ally Bank	USA	10.0	+1%	10
41	 JP Morgan Chase	USA	9.0	+1%	160
42	 Ally Bank	USA	8.0	+1%	10
43	 JP Morgan Chase	USA	7.0	+1%	160
44	 Ally Bank	USA	6.0	+1%	10
45	 JP Morgan Chase	USA	5.0	+1%	160
46	 Ally Bank	USA	4.0	+1%	10
47	 JP Morgan Chase	USA	3.0	+1%	160
48	 Ally Bank	USA	2.0	+1%	10
49	 JP Morgan Chase	USA	1.0	+1%	160
50	 Ally Bank	USA	0.0	+1%	10

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand Inc.

## BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Category	Brand	Brand value US\$ bn	Brand contribution %	% of total	Rank change
1	Technology	Apple	178.6	4	2%	1
2	Technology	Microsoft	113.909	3	1%	2
3	Technology	IBM	77.864	2	0%	3
4	Food & Beverage	Coca-Cola	68.8	2	0%	4
5	Food & Beverage	Nestle	64.387	2	0%	5
6	Technology	Facebook	55.111	2	0%	6
7	Food & Beverage	Unilever	49.283	2	0%	7
8	Food & Beverage	Wm. Wrigley	48.979	1	0%	8
9	Food & Beverage	McDonald's	45.864	1	0%	9
10	Technology	Google	44.87	1	0%	10
11	Food & Beverage	Amul	33.004	1	0%	11
12	Food & Beverage	Marlboro	31.743	2	0%	12
13	Food & Beverage	Wendy's	29.1	1	0%	13
14	Food & Beverage	Wendy's	28.77	1	0%	14
15	Food & Beverage	McDonald's	27.788	1	0%	15
16	Food & Beverage	Wendy's	27.788	1	0%	16
17	Food & Beverage	Wendy's	27.788	1	0%	17
18	Food & Beverage	Wendy's	27.788	1	0%	18
19	Food & Beverage	Wendy's	27.788	1	0%	19
20	Food & Beverage	Wendy's	27.788	1	0%	20
21	Technology	Facebook	44.87	1	0%	21
22	Food & Beverage	Wendy's	27.788	1	0%	22
23	Food & Beverage	Wendy's	27.788	1	0%	23
24	Food & Beverage	Wendy's	27.788	1	0%	24
25	Food & Beverage	Wendy's	27.788	1	0%	25
26	Food & Beverage	Wendy's	27.788	1	0%	26
27	Food & Beverage	Wendy's	27.788	1	0%	27
28	Food & Beverage	Wendy's	27.788	1	0%	28
29	Food & Beverage	Wendy's	27.788	1	0%	29
30	Food & Beverage	Wendy's	27.788	1	0%	30

Source: BrandZ™, a division of Interbrand, based on data from Interbrand's annual survey of brand value.

Interbrand

Rank	Category	Brand	Brand value US\$ bn	Brand contribution %	% of total	Rank change
31	Food & Beverage	Wendy's	27.788	1	0%	31
32	Food & Beverage	Wendy's	27.788	1	0%	32
33	Food & Beverage	Wendy's	27.788	1	0%	33
34	Food & Beverage	Wendy's	27.788	1	0%	34
35	Food & Beverage	Wendy's	27.788	1	0%	35
36	Food & Beverage	Wendy's	27.788	1	0%	36
37	Food & Beverage	Wendy's	27.788	1	0%	37
38	Food & Beverage	Wendy's	27.788	1	0%	38
39	Food & Beverage	Wendy's	27.788	1	0%	39
40	Food & Beverage	Wendy's	27.788	1	0%	40
41	Food & Beverage	Wendy's	27.788	1	0%	41
42	Food & Beverage	Wendy's	27.788	1	0%	42
43	Food & Beverage	Wendy's	27.788	1	0%	43
44	Food & Beverage	Wendy's	27.788	1	0%	44
45	Food & Beverage	Wendy's	27.788	1	0%	45
46	Food & Beverage	Wendy's	27.788	1	0%	46
47	Food & Beverage	Wendy's	27.788	1	0%	47
48	Food & Beverage	Wendy's	27.788	1	0%	48
49	Food & Beverage	Wendy's	27.788	1	0%	49
50	Food & Beverage	Wendy's	27.788	1	0%	50
51	Food & Beverage	Wendy's	27.788	1	0%	51
52	Food & Beverage	Wendy's	27.788	1	0%	52
53	Food & Beverage	Wendy's	27.788	1	0%	53
54	Food & Beverage	Wendy's	27.788	1	0%	54
55	Food & Beverage	Wendy's	27.788	1	0%	55
56	Food & Beverage	Wendy's	27.788	1	0%	56
57	Food & Beverage	Wendy's	27.788	1	0%	57
58	Food & Beverage	Wendy's	27.788	1	0%	58
59	Food & Beverage	Wendy's	27.788	1	0%	59
60	Food & Beverage	Wendy's	27.788	1	0%	60

Source: BrandZ™, a division of Interbrand, based on data from Interbrand's annual survey of brand value.

Interbrand

## BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Brand	2013 Value	2012 Value	% Change	Rank change
1	Apple	\$1,620	\$1,500	8%	1
2	Microsoft	\$1,040	\$1,000	4%	2
3	Google	\$1,020	\$950	7%	3
4	Amazon	\$640	\$580	10%	4
5	Facebook	\$540	\$480	13%	5
6	Walmart	\$510	\$490	4%	6
7	IBM	\$480	\$460	4%	7
8	Mercedes-Benz	\$470	\$450	4%	8
9	United States Postal Service	\$460	\$440	5%	9
10	McDonald's	\$450	\$430	5%	10
11	British Airways	\$440	\$420	5%	11
12	Toyota	\$430	\$410	5%	12
13	Starbucks	\$420	\$400	5%	13
14	Nike	\$410	\$390	5%	14
15	Virgin Atlantic	\$400	\$380	5%	15
16	Boeing	\$390	\$370	5%	16
17	Delta Air Lines	\$380	\$360	6%	17
18	Wells Fargo	\$370	\$350	6%	18
19	Bank of America	\$360	\$340	6%	19
20	JP Morgan Chase	\$350	\$330	6%	20
21	AT&T	\$340	\$320	6%	21
22	Verizon	\$330	\$310	6%	22
23	Home Depot	\$320	\$300	7%	23
24	Target	\$310	\$290	7%	24
25	Costco	\$300	\$280	7%	25
26	Home Depot	\$290	\$270	7%	26
27	Walmart	\$280	\$260	8%	27
28	United States Postal Service	\$270	\$250	8%	28
29	McDonald's	\$260	\$240	8%	29
30	Boeing	\$250	\$230	9%	30
31	Delta Air Lines	\$240	\$220	9%	31
32	Wells Fargo	\$230	\$210	10%	32
33	Bank of America	\$220	\$200	10%	33
34	JP Morgan Chase	\$210	\$190	11%	34
35	AT&T	\$200	\$180	11%	35
36	Verizon	\$190	\$170	12%	36
37	Home Depot	\$180	\$160	13%	37
38	Target	\$170	\$150	13%	38
39	Costco	\$160	\$140	14%	39
40	Home Depot	\$150	\$130	15%	40
41	Walmart	\$140	\$120	17%	41
42	United States Postal Service	\$130	\$110	18%	42
43	McDonald's	\$120	\$100	20%	43
44	Boeing	\$110	\$90	22%	44
45	Delta Air Lines	\$100	\$80	25%	45
46	Wells Fargo	\$90	\$70	29%	46
47	Bank of America	\$80	\$60	33%	47
48	JP Morgan Chase	\$70	\$50	40%	48
49	AT&T	\$60	\$40	50%	49
50	Verizon	\$50	\$30	67%	50

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2012.

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Rank	Brand	2013 Value	2012 Value	% Change	Rank change
51	United States Postal Service	\$400	\$380	5%	51
52	McDonald's	\$390	\$370	5%	52
53	Boeing	\$380	\$360	6%	53
54	Delta Air Lines	\$370	\$350	6%	54
55	Wells Fargo	\$360	\$340	6%	55
56	Bank of America	\$350	\$330	6%	56
57	JP Morgan Chase	\$340	\$320	6%	57
58	AT&T	\$330	\$310	6%	58
59	Verizon	\$320	\$300	7%	59
60	Home Depot	\$310	\$290	7%	60
61	Target	\$300	\$280	7%	61
62	Costco	\$290	\$270	7%	62
63	Home Depot	\$280	\$260	8%	63
64	Walmart	\$270	\$250	8%	64
65	United States Postal Service	\$260	\$240	8%	65
66	McDonald's	\$250	\$230	9%	66
67	Boeing	\$240	\$220	9%	67
68	Delta Air Lines	\$230	\$210	10%	68
69	Wells Fargo	\$220	\$200	10%	69
70	Bank of America	\$210	\$190	11%	70
71	JP Morgan Chase	\$200	\$180	11%	71
72	AT&T	\$190	\$170	12%	72
73	Verizon	\$180	\$160	13%	73
74	Home Depot	\$170	\$150	13%	74
75	Target	\$160	\$140	14%	75
76	Costco	\$150	\$130	15%	76
77	Home Depot	\$140	\$120	17%	77
78	Walmart	\$130	\$110	18%	78
79	United States Postal Service	\$120	\$100	20%	79
80	McDonald's	\$110	\$90	22%	80
81	Boeing	\$100	\$80	25%	81
82	Delta Air Lines	\$90	\$70	29%	82
83	Wells Fargo	\$80	\$60	33%	83
84	Bank of America	\$70	\$50	40%	84
85	JP Morgan Chase	\$60	\$40	50%	85
86	AT&T	\$50	\$30	67%	86
87	Verizon	\$40	\$20	100%	87

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2012.

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BrandZ™ Top 100 Most Valuable Global Brands 2012

## BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Brand	Profitable and IP	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
1	Google	100%	100%	100%	100%	100%
2	Facebook	100%	100%	100%	100%	100%
3	Microsoft	100%	100%	100%	100%	100%
4	Amazon	100%	100%	100%	100%	100%
5	Apple	100%	100%	100%	100%	100%
6	Walmart	100%	100%	100%	100%	100%
7	Alibaba	100%	100%	100%	100%	100%
8	Twitter	100%	100%	100%	100%	100%
9	LinkedIn	100%	100%	100%	100%	100%
10	Yahoo	100%	100%	100%	100%	100%
11	Oracle	100%	100%	100%	100%	100%
12	IBM	100%	100%	100%	100%	100%
13	Netflix	100%	100%	100%	100%	100%
14	Spotify	100%	100%	100%	100%	100%
15	Dropbox	100%	100%	100%	100%	100%
16	Slack	100%	100%	100%	100%	100%
17	Zoom	100%	100%	100%	100%	100%
18	Twilio	100%	100%	100%	100%	100%
19	SendGrid	100%	100%	100%	100%	100%
20	MailChimp	100%	100%	100%	100%	100%
21	Buffer	100%	100%	100%	100%	100%
22	Hootsuite	100%	100%	100%	100%	100%
23	Buffer	100%	100%	100%	100%	100%
24	Buffer	100%	100%	100%	100%	100%
25	Buffer	100%	100%	100%	100%	100%
26	Buffer	100%	100%	100%	100%	100%
27	Buffer	100%	100%	100%	100%	100%
28	Buffer	100%	100%	100%	100%	100%
29	Buffer	100%	100%	100%	100%	100%
30	Buffer	100%	100%	100%	100%	100%

BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Brand	Profitable and IP	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
31	Google	100%	100%	100%	100%	100%
32	Facebook	100%	100%	100%	100%	100%
33	Microsoft	100%	100%	100%	100%	100%
34	Amazon	100%	100%	100%	100%	100%
35	Apple	100%	100%	100%	100%	100%
36	Walmart	100%	100%	100%	100%	100%
37	Alibaba	100%	100%	100%	100%	100%
38	Twitter	100%	100%	100%	100%	100%
39	LinkedIn	100%	100%	100%	100%	100%
40	Yahoo	100%	100%	100%	100%	100%
41	Oracle	100%	100%	100%	100%	100%
42	IBM	100%	100%	100%	100%	100%
43	Netflix	100%	100%	100%	100%	100%
44	Spotify	100%	100%	100%	100%	100%
45	Dropbox	100%	100%	100%	100%	100%
46	Slack	100%	100%	100%	100%	100%
47	Zoom	100%	100%	100%	100%	100%
48	Twilio	100%	100%	100%	100%	100%
49	SendGrid	100%	100%	100%	100%	100%
50	MailChimp	100%	100%	100%	100%	100%
51	Buffer	100%	100%	100%	100%	100%
52	Hootsuite	100%	100%	100%	100%	100%
53	Buffer	100%	100%	100%	100%	100%
54	Buffer	100%	100%	100%	100%	100%
55	Buffer	100%	100%	100%	100%	100%
56	Buffer	100%	100%	100%	100%	100%
57	Buffer	100%	100%	100%	100%	100%
58	Buffer	100%	100%	100%	100%	100%
59	Buffer	100%	100%	100%	100%	100%
60	Buffer	100%	100%	100%	100%	100%
















BrandZ™ Top 100 Most Valuable Global Brands 2012

BrandZ™ Top 100 Most Valuable Global Brands 2012

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# BrandIQ® Top 100 Brand Valueable Global Brands 2012

Rank	Company	Brand	Brand Value (\$ Bn)	% Change vs. 2011	Brand Recognition Rate	Brand Familiarity Rate	% Share of Total Brand Value	Brand Age (Yrs)
01	Google		188	0	0	0	4	1
02	Facebook		108	0	0	0	40	0
03	Microsoft		100	0	0	0	20	2
04	Amazon		80	0	0	0	10	0
05	Twitter		50	0	0	0	0	0
06	LinkedIn		40	0	0	0	0	0
07	YouTube		30	0	0	0	0	0
08	Netflix		20	0	0	0	0	0
09	Apple		10	0	0	0	0	0
10	Pinterest		0	0	0	0	0	0
11	Facebook		0	0	0	0	0	0
12	Facebook		0	0	0	0	0	0
13	Facebook		0	0	0	0	0	0
14	Facebook		0	0	0	0	0	0
15	Facebook		0	0	0	0	0	0
16	Facebook		0	0	0	0	0	0
17	Facebook		0	0	0	0	0	0
18	Facebook		0	0	0	0	0	0
19	Facebook		0	0	0	0	0	0
20	Facebook		0	0	0	0	0	0
21	Facebook		0	0	0	0	0	0
22	Facebook		0	0	0	0	0	0
23	Facebook		0	0	0	0	0	0
24	Facebook		0	0	0	0	0	0
25	Facebook		0	0	0	0	0	0

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Rank	Company	Brand	Brand Value (\$ Bn)	% Change vs. 2011	Brand Recognition Rate	Brand Familiarity Rate	% Share of Total Brand Value	Brand Age (Yrs)
01	Google		188	0	0	0	4	1
02	Facebook		108	0	0	0	40	0
03	Microsoft		100	0	0	0	20	2
04	Amazon		80	0	0	0	10	0
05	Twitter		50	0	0	0	0	0
06	LinkedIn		40	0	0	0	0	0
07	YouTube		30	0	0	0	0	0
08	Netflix		20	0	0	0	0	0
09	Apple		10	0	0	0	0	0
10	Pinterest		0	0	0	0	0	0
11	Facebook		0	0	0	0	0	0
12	Facebook		0	0	0	0	0	0
13	Facebook		0	0	0	0	0	0
14	Facebook		0	0	0	0	0	0
15	Facebook		0	0	0	0	0	0
16	Facebook		0	0	0	0	0	0
17	Facebook		0	0	0	0	0	0
18	Facebook		0	0	0	0	0	0
19	Facebook		0	0	0	0	0	0
20	Facebook		0	0	0	0	0	0
21	Facebook		0	0	0	0	0	0
22	Facebook		0	0	0	0	0	0
23	Facebook		0	0	0	0	0	0
24	Facebook		0	0	0	0	0	0
25	Facebook		0	0	0	0	0	0

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Table 1: Top 50 Global Brands in the Global Brand Index 2019







































Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018	Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018
1	Apple	245.1	8%	26	Walmart	158.2	1%
2	Google	219.1	5%	27	Alibaba Group	156.8	1%
3	Microsoft	197.9	17%	28	Amazon	156.7	0%
4	McDonald's	181.8	2%	29	Bank of China	152.9	141%
5	Facebook	179.8	7%	30	HSBC	149.7	1%
6	Coca-Cola	156.5	8%	31	Alcatel	148.4	1%
7	IBM	149.9	1%	32	Alcatel	148.4	1%
8	Marlboro	147.7	1%	33	Alcatel	148.4	1%
9	Wendy's	147.7	9%	34	Alcatel	148.4	1%
10	Wendy's	147.7	9%	35	Alcatel	148.4	1%
11	Wendy's	147.7	9%	36	Alcatel	148.4	1%
12	Wendy's	147.7	9%	37	Alcatel	148.4	1%
13	Wendy's	147.7	9%	38	Alcatel	148.4	1%
14	Wendy's	147.7	9%	39	Alcatel	148.4	1%
15	Wendy's	147.7	9%	40	Alcatel	148.4	1%
16	Wendy's	147.7	9%	41	Alcatel	148.4	1%
17	Wendy's	147.7	9%	42	Alcatel	148.4	1%
18	Wendy's	147.7	9%	43	Alcatel	148.4	1%
19	Wendy's	147.7	9%	44	Alcatel	148.4	1%
20	Wendy's	147.7	9%	45	Alcatel	148.4	1%
21	Wendy's	147.7	9%	46	Alcatel	148.4	1%
22	Wendy's	147.7	9%	47	Alcatel	148.4	1%
23	Wendy's	147.7	9%	48	Alcatel	148.4	1%
24	Wendy's	147.7	9%	49	Alcatel	148.4	1%
25	Wendy's	147.7	9%	50	Alcatel	148.4	1%

Source: Brand Finance. Data as of December 31, 2019.  
 Brand Value is calculated as the sum of the brand's revenue and the brand's profit, divided by the brand's market capitalization.

Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018	Rank	Brand	Brand Value (\$Bn)	% Change vs. 2018
51	Wendy's	147.7	9%	51	Wendy's	147.7	9%
52	Wendy's	147.7	9%	52	Wendy's	147.7	9%
53	Wendy's	147.7	9%	53	Wendy's	147.7	9%
54	Wendy's	147.7	9%	54	Wendy's	147.7	9%
55	Wendy's	147.7	9%	55	Wendy's	147.7	9%
56	Wendy's	147.7	9%	56	Wendy's	147.7	9%
57	Wendy's	147.7	9%	57	Wendy's	147.7	9%
58	Wendy's	147.7	9%	58	Wendy's	147.7	9%
59	Wendy's	147.7	9%	59	Wendy's	147.7	9%
60	Wendy's	147.7	9%	60	Wendy's	147.7	9%
61	Wendy's	147.7	9%	61	Wendy's	147.7	9%
62	Wendy's	147.7	9%	62	Wendy's	147.7	9%
63	Wendy's	147.7	9%	63	Wendy's	147.7	9%
64	Wendy's	147.7	9%	64	Wendy's	147.7	9%
65	Wendy's	147.7	9%	65	Wendy's	147.7	9%
66	Wendy's	147.7	9%	66	Wendy's	147.7	9%
67	Wendy's	147.7	9%	67	Wendy's	147.7	9%
68	Wendy's	147.7	9%	68	Wendy's	147.7	9%
69	Wendy's	147.7	9%	69	Wendy's	147.7	9%
70	Wendy's	147.7	9%	70	Wendy's	147.7	9%
71	Wendy's	147.7	9%	71	Wendy's	147.7	9%
72	Wendy's	147.7	9%	72	Wendy's	147.7	9%
73	Wendy's	147.7	9%	73	Wendy's	147.7	9%
74	Wendy's	147.7	9%	74	Wendy's	147.7	9%
75	Wendy's	147.7	9%	75	Wendy's	147.7	9%
76	Wendy's	147.7	9%	76	Wendy's	147.7	9%
77	Wendy's	147.7	9%	77	Wendy's	147.7	9%
78	Wendy's	147.7	9%	78	Wendy's	147.7	9%
79	Wendy's	147.7	9%	79	Wendy's	147.7	9%
80	Wendy's	147.7	9%	80	Wendy's	147.7	9%







































Source: Brand Finance. Data as of December 31, 2019.  
 Brand Value is calculated as the sum of the brand's revenue and the brand's profit, divided by the brand's market capitalization.

## THE TOP 100

TOP 100 Most Valuable Global Brands 2012					
Rank	Brand	2011 Value (\$Bn)	% Change	2010 Value (\$Bn)	% Change
1		64.74	+3%	62.74	+2%
2		56.21	+2%	54.81	+1%
3		55.84	+2%	54.44	+1%
4		51.11	+3%	49.11	+2%
5		47.04	+1%	46.04	+1%
6		45.11	+2%	43.81	+1%
7		43.04	+1%	42.04	+1%
8		41.11	+2%	39.81	+1%
9		37.04	+3%	35.04	+2%
10		36.11	+1%	35.11	+1%
11		34.04	+2%	33.04	+1%
12		33.11	+1%	32.11	+1%
13		32.04	+1%	31.04	+1%
14		31.11	+1%	30.11	+1%
15		30.04	+1%	29.04	+1%
16		29.11	+1%	28.11	+1%
17		28.04	+1%	27.04	+1%
18		27.11	+1%	26.11	+1%
19		26.04	+1%	25.04	+1%
20		25.11	+1%	24.11	+1%
21		24.04	+1%	23.04	+1%
22		23.11	+1%	22.11	+1%
23		22.04	+1%	21.04	+1%
24		21.11	+1%	20.11	+1%
25		20.04	+1%	19.04	+1%
26		19.11	+1%	18.11	+1%
27		18.04	+1%	17.04	+1%
28		17.11	+1%	16.11	+1%
29		16.04	+1%	15.04	+1%
30		15.11	+1%	14.11	+1%
31		14.04	+1%	13.04	+1%
32		13.11	+1%	12.11	+1%
33		12.04	+1%	11.04	+1%
34		11.11	+1%	10.11	+1%
35		10.04	+1%	9.04	+1%
36		9.11	+1%	8.11	+1%
37		8.04	+1%	7.04	+1%
38		7.11	+1%	6.11	+1%
39		6.04	+1%	5.04	+1%
40		5.11	+1%	4.11	+1%
41		4.04	+1%	3.04	+1%
42		3.11	+1%	2.11	+1%
43		2.04	+1%	1.04	+1%
44		1.11	+1%	0.11	+1%
45		0.04	+1%	0.04	+1%

The 100 Most Valuable Global Brands 2012 are ranked by their 2011 value. The 2012 value is based on the 2011 value plus the percentage change in value from 2011 to 2012. The 2012 value is based on the 2011 value plus the percentage change in value from 2011 to 2012. The 2012 value is based on the 2011 value plus the percentage change in value from 2011 to 2012.

## THE TOP 100

TOP 100 Most Valuable Global Brands 2012					
Rank	Brand	2011 Value (\$Bn)	% Change	2010 Value (\$Bn)	% Change
1		64.74	+3%	62.74	+2%
2		56.21	+2%	54.81	+1%
3		55.84	+2%	54.44	+1%
4		51.11	+3%	49.11	+2%
5		47.04	+1%	46.04	+1%
6		45.11	+2%	43.81	+1%
7		43.04	+1%	42.04	+1%
8		41.11	+2%	39.81	+1%
9		37.04	+3%	35.04	+2%
10		36.11	+1%	35.11	+1%
11		34.04	+2%	33.04	+1%
12		33.11	+1%	32.11	+1%
13		32.04	+1%	31.04	+1%
14		31.11	+1%	30.11	+1%
15		30.04	+1%	29.04	+1%
16		29.11	+1%	28.11	+1%
17		28.04	+1%	27.04	+1%
18		27.11	+1%	26.11	+1%
19		26.04	+1%	25.04	+1%
20		25.11	+1%	24.11	+1%
21		24.04	+1%	23.04	+1%
22		23.11	+1%	22.11	+1%
23		22.04	+1%	21.04	+1%
24		21.11	+1%	20.11	+1%
25		20.04	+1%	19.04	+1%
26		19.11	+1%	18.11	+1%
27		18.04	+1%	17.04	+1%
28		17.11	+1%	16.11	+1%
29		16.04	+1%	15.04	+1%
30		15.11	+1%	14.11	+1%
31		14.04	+1%	13.04	+1%
32		13.11	+1%	12.11	+1%
33		12.04	+1%	11.04	+1%
34		11.11	+1%	10.11	+1%
35		10.04	+1%	9.04	+1%
36		9.11	+1%	8.11	+1%
37		8.04	+1%	7.04	+1%
38		7.11	+1%	6.11	+1%
39		6.04	+1%	5.04	+1%
40		5.11	+1%	4.11	+1%
41		4.04	+1%	3.04	+1%
42		3.11	+1%	2.11	+1%
43		2.04	+1%	1.04	+1%
44		1.11	+1%	0.11	+1%
45		0.04	+1%	0.04	+1%

Source: Brand Finance, 2012. All values are in US dollars.



## Table 12

Rank	Brand	Share of sales (%)	Share of sales (%)	Rank	Brand	Share of sales (%)	Share of sales (%)
1	Unilever	10.0%	10.0%	26	Unilever	10.0%	10.0%
2	Unilever	10.0%	10.0%	27	Unilever	10.0%	10.0%
3	Coca-Cola	8.0%	8.0%	28	Unilever	10.0%	10.0%
4	Unilever	8.0%	8.0%	29	Unilever	10.0%	10.0%
5	Unilever	8.0%	8.0%	30	Unilever	10.0%	10.0%
6	Unilever	8.0%	8.0%	31	Unilever	10.0%	10.0%
7	Unilever	8.0%	8.0%	32	Unilever	10.0%	10.0%
8	Unilever	8.0%	8.0%	33	Unilever	10.0%	10.0%
9	Unilever	8.0%	8.0%	34	Unilever	10.0%	10.0%
10	Unilever	8.0%	8.0%	35	Unilever	10.0%	10.0%
11	Unilever	8.0%	8.0%	36	Unilever	10.0%	10.0%
12	Unilever	8.0%	8.0%	37	Unilever	10.0%	10.0%
13	Unilever	8.0%	8.0%	38	Unilever	10.0%	10.0%
14	Unilever	8.0%	8.0%	39	Unilever	10.0%	10.0%
15	Unilever	8.0%	8.0%	40	Unilever	10.0%	10.0%
16	Unilever	8.0%	8.0%	41	Unilever	10.0%	10.0%
17	Unilever	8.0%	8.0%	42	Unilever	10.0%	10.0%
18	Unilever	8.0%	8.0%	43	Unilever	10.0%	10.0%
19	Unilever	8.0%	8.0%	44	Unilever	10.0%	10.0%
20	Unilever	8.0%	8.0%	45	Unilever	10.0%	10.0%
21	Unilever	8.0%	8.0%	46	Unilever	10.0%	10.0%
22	Unilever	8.0%	8.0%	47	Unilever	10.0%	10.0%
23	Unilever	8.0%	8.0%	48	Unilever	10.0%	10.0%
24	Unilever	8.0%	8.0%	49	Unilever	10.0%	10.0%
25	Unilever	8.0%	8.0%	50	Unilever	10.0%	10.0%

Table 12: Share of sales (%) by brand, 2019-2020

## Table 13

Rank	Brand	Share of sales (%)	Share of sales (%)	Rank	Brand	Share of sales (%)	Share of sales (%)
1	Unilever	10.0%	10.0%	26	Unilever	10.0%	10.0%
2	Unilever	10.0%	10.0%	27	Unilever	10.0%	10.0%
3	Unilever	10.0%	10.0%	28	Unilever	10.0%	10.0%
4	Unilever	10.0%	10.0%	29	Unilever	10.0%	10.0%
5	Unilever	10.0%	10.0%	30	Unilever	10.0%	10.0%
6	Unilever	10.0%	10.0%	31	Unilever	10.0%	10.0%
7	Unilever	10.0%	10.0%	32	Unilever	10.0%	10.0%
8	Unilever	10.0%	10.0%	33	Unilever	10.0%	10.0%
9	Unilever	10.0%	10.0%	34	Unilever	10.0%	10.0%
10	Unilever	10.0%	10.0%	35	Unilever	10.0%	10.0%
11	Unilever	10.0%	10.0%	36	Unilever	10.0%	10.0%
12	Unilever	10.0%	10.0%	37	Unilever	10.0%	10.0%
13	Unilever	10.0%	10.0%	38	Unilever	10.0%	10.0%
14	Unilever	10.0%	10.0%	39	Unilever	10.0%	10.0%
15	Unilever	10.0%	10.0%	40	Unilever	10.0%	10.0%
16	Unilever	10.0%	10.0%	41	Unilever	10.0%	10.0%
17	Unilever	10.0%	10.0%	42	Unilever	10.0%	10.0%
18	Unilever	10.0%	10.0%	43	Unilever	10.0%	10.0%
19	Unilever	10.0%	10.0%	44	Unilever	10.0%	10.0%
20	Unilever	10.0%	10.0%	45	Unilever	10.0%	10.0%
21	Unilever	10.0%	10.0%	46	Unilever	10.0%	10.0%
22	Unilever	10.0%	10.0%	47	Unilever	10.0%	10.0%
23	Unilever	10.0%	10.0%	48	Unilever	10.0%	10.0%
24	Unilever	10.0%	10.0%	49	Unilever	10.0%	10.0%
25	Unilever	10.0%	10.0%	50	Unilever	10.0%	10.0%

## Top 100 Brands

POSITION	BRAND	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	80,257	80%
2	JP Morgan Bank	71,079	18%
3	Microsoft	70,967	29%
4	Bank of China	56,230	1%
5	China Mobile	55,255	33%
6	BMW	45,335	65%
7	Apple	44,220	173%
8	McDonald's	43,132	47%
9	Airbnb	40,975	39%
10	Facebook	37,824	40%
11	Volvo Cars	35,657	75%
12	Toyota	35,134	5%
13	Walmart	34,577	5%
14	Bank of America	33,092	17%
15	Qatar	30,515	10%
16	HP	29,575	7%
17	BMW	28,915	9%
18	WBC	28,007	70%
19	Wendy's	25,759	15%
20	American Express	24,815	7%
21	Wells Fargo	24,759	2%
22	Coca-Cola	24,101	20%
23	Shinco	23,700	5%
24	IBM	23,110	4%
25	Canon	22,200	30%
26	Unilever	22,304	28%
27	Intel	20,577	16%
28	Porsche	20,178	62%
29	SNP	19,325	20%
30	Glaxo	21,523	30%
31	China Construction Bank	18,633	82%
32	Bank of China	18,410	47%
33	Valer White	17,557	3%
34	Royal Bank of Canada	17,095	19%
35	HSBC	16,475	6%
36	Marriott	16,022	1%

# Top 100 Brands

POSITION	BRAND	BRAND VALUE \$M	BRAND VALUE CHANGE
37	Amazon	16,647	6%
38	Yahoo	16,447	54%
39	Apple	16,404	13%
40	Home Depot	16,272	0%
41	Dell	16,200	2%
42	Capital One Bank	16,104	1%
43	Home	16,080	31%
44	Google	16,077	25%
45	AT&T Company	16,048	1%
46	Targit	16,022	27%
47	Skanska	16,065	21%
48	Robert Schindler	16,049	21%
49	Accenture	16,037	54%
50	Orange	16,003	47%
51	DePue	16,000	200%
52	Glaxo	16,002	16%
53	Nike	16,499	21%
54	Green	16,358	5%
55	Asahi	16,030	30%
56	StarLine	16,000	20%
57	Global Foods	16,000	40%
58	Samsung	16,000	-7%
59	Nissan	16,000	5%
60	First Quantum	16,000	20%
61	Amazon	16,000	50%
62	Toyota	16,000	20%
63	Yoshida Sanyo	16,000	1%
64	JDS	16,000	-2%
65	PHG	16,000	-10%
66	IBM	16,000	20%
67	Wachovia	16,000	10%
68	TD	16,000	10%
69	Glaxo	16,000	1%
70	BlackBerry	16,000	9%
71	Deloitte	16,000	30%
72	Bank of America	16,000	1%

## Top 100 Brands

POSITION	BRAND	BRAND VALUE \$B	BRAND VALUE CHANGE
73	Subway	10,855	33%
74	Mountain Dew	8,200	+15%
75	JF Muggen	8,110	+5%
76	Hennes	8,021	39%
77	PRG	8,157	N/A
78	Swish Farm	7,425	2%
79	Stora	7,341	+10%
80	Carat	7,235	72%
81	Teddy	7,173	8%
82	Tee	6,123	N/A
83	THU	6,910	1%
84	Taco	6,553	21%
85	Univest	6,556	+5%
86	Kia	6,337	+5%
87	Asel	6,717	N/A
88	Tea & Cakes	6,17	+3%
89	HT	6,077	4%
90	Exon	6,077	15%
91	FM	6,003	+5%
92	Motiva	6,175	+30%
93	Berkley	6,042	17%
94	Exon	6,203	10%
95	Autism	6,145	20%
96	WV (Walmart)	6,143	2%
97	Exon	6,141	50%
98	AG	6,102	71%
99	More than	6,070	52%
100	Service of Children & Family	6,055	72%
NOTES			
11	Includes McDonald's, Coca-Cola, Diet Coke		
12	Includes Pepsi, Diet Pepsi, Diet Pepsi		
13	Value includes both F&B and non-F&B		
14	Includes Coca-Cola, Diet Coke, Diet Coke		

# EXHIBIT 6

# MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



**#1**  
Apple



**#2**  
McDonald's



**#3**  
Coca-Cola



**#4**  
Nike



**#5**  
Starbucks

**3 in 5**

wouldn't use a  
company if their  
brand image looked  
terrible

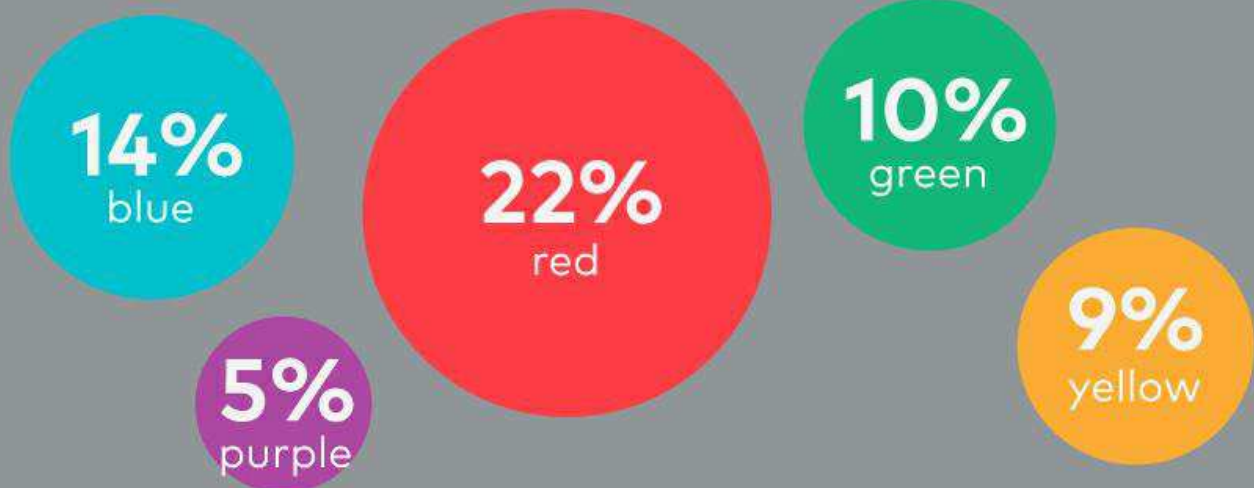
**Half**

are more likely to  
use a company with  
a logo they  
recognize



# What color makes a logo memorable?

A quarter believe the colors used in a logo help them to remember a brand



## Importance of branding

78% think some logos should be regarded as 'works of art'





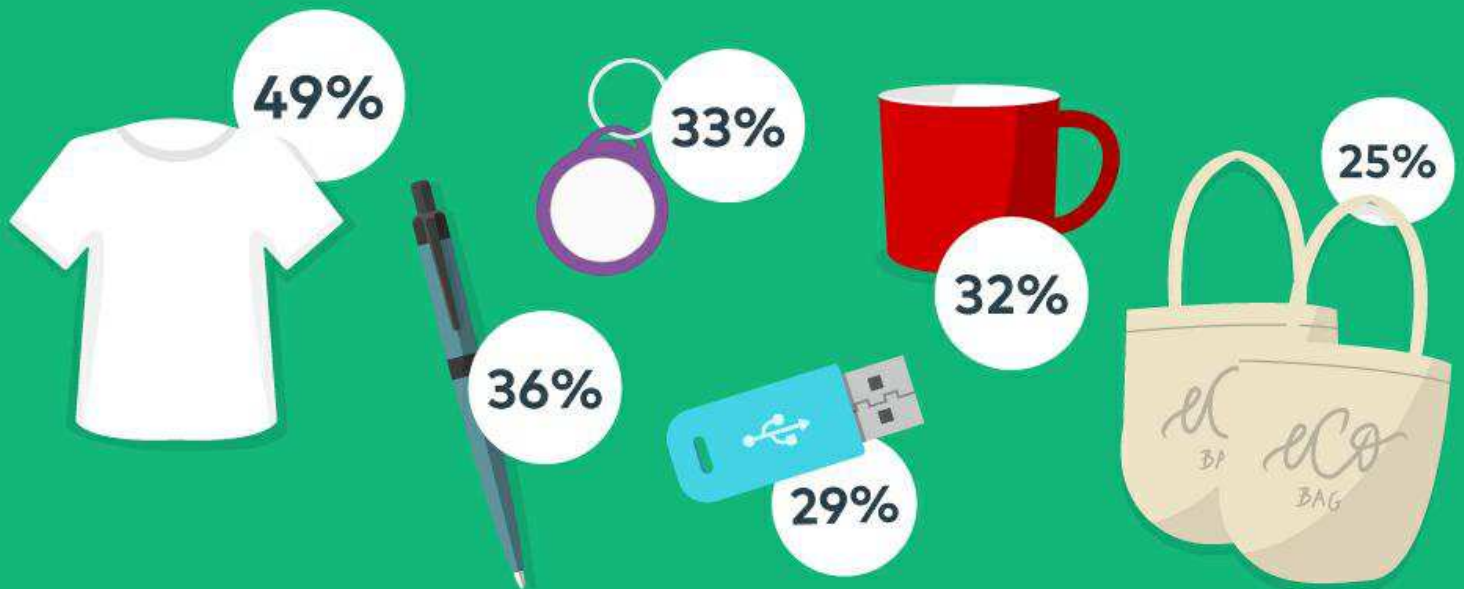
the first thing  
**3 in 10**  
notice when they  
see a product is the  
logo

**74%**  
think 'look and  
feel' can make or  
break a brand



## Branded promotional materials and merchandise

**i** What type of branded promotional product or merchandise  
do you prefer to receive?



## Top 30 most recognizable brand logos



- |     |   |     |   |     |   |
|-----|---|-----|---|-----|---|
| 1.  |     | 11. |    | 21. |     |
| 2.  |    | 12. |    | 22. |    |
| 3.  |    | 13. |    | 23. |    |
| 4.  |    | 14. |    | 24. |    |
| 5.  |    | 15. |    | 25. |    |
| 6.  |    | 16. |    | 26. |    |
| 7.  |    | 17. |    | 27. |    |
| 8.  |   | 18. |   | 28. |   |
| 9.  |  | 19. |  | 29. |  |
| 10. |  | 20. |  | 30. |  |

Research conducted by OnePoll with a sample of 2,000 US Adults in December 2019

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For an astounding 13th straight year, Apple claims the top spot in Fortune's annual ranking of corporate reputation, based on a survey of almost 3,800 executives, directors, and analysts.

Note: When you click "Explore the List," the "order" number that appears next to each company does not reflect the company's overall ranking on the list if its order number exceeds 50. Companies ordered No. 1 through 50 are ranked; the "order" numbers beyond the Top 50 (51 through 331) are used to sort the rest of the companies, which make up our "industry rankings," alphabetically.

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### The Top 50

- 1 Apple
- 2 Amazon
- 3 Microsoft
- 4 Walt Disney
- 5 Berkshire Hathaway
- 6 Starbucks
- 7 Alphabet
- 8 JPMorgan Chase
- 9 Costco Wholesale
- 10 Salesforce

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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	1
Previous Top 50 Ranking	1
Website	<a href="https://www.apple.com">https://www.apple.com</a>
Overall Score	8.40

### Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	8.53

### Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Product Performance	1

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Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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#### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	-
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	-

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

#### Key Attributes of Reputation

Innovation	-
People Management	-
Use of Corporate Assets	-
Social Responsibility	-
Quality of Management	-
Financial Soundness	-
Long-Term Investment Value	-
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### Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	4
Previous Industry Ranking	5
Previous Top 50 Ranking	1
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Overall Score	5

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

### Key Attributes of Reputation

Innovation	5
People Management	5
Use of Corporate Assets	5
Social Responsibility	5
Quality of Management	5
Financial Soundness	5
Long-Term Investment Value	5
Quality of Products/Services	5
Global Competitiveness	5

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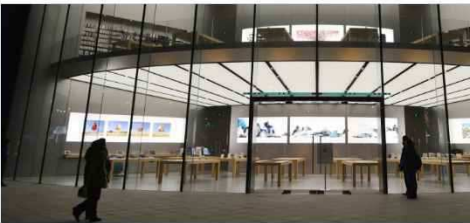
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PHOTOGRAPH BY CHINAFOTOPRESS — GETTY IMAGES

Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

# FORTUNE

## DATASTORE

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Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	<a href="http://www.apple.com">http://www.apple.com</a>
Fortune 500 Rank	5
Fortune 500 Profile	<a href="http://fortune.com/fortune500/apple-5">http://fortune.com/fortune500/apple-5</a>
Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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## World's Most Admired Companies

RANK  
1

Next: 2 &gt;

## Apple



PHOTOGRAPH BY CHINAFOTOPRESS — GETTY IMAGES

Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

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## Company Info

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Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

## Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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## Most Admired 2015

RANK  
1

Next: 2 &gt;

Apple



PHOTOGRAPH BY YURIKO NAKAO — BLOOMBERG VIA GETTY IMAGES

RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK	OVERALL SCORE	HQ COUNTRY	WEBSITE
1	1	Computers	1	1	8.29	USA	<a href="http://www.apple.com">http://www.apple.com</a>

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

## FORTUNE DATASTORE

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## Nine Key Attributes of Reputation

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	1

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# Most Admired 2014

RANK

1

Next: 2 ➤

## Apple



MARIO TAMA / GETTY IMAGES

RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK
<b>1</b>	<b>1</b>	<b>Computers</b>	<b>1</b>	<b>1</b>
HQ COUNTRY			WEBSITE	
<b>USA</b>			<b>www.apple.com</b>	

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year's list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market) are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

# FORTUNE DATASTORE

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## Nine Key Attributes of Reputation

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1

Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

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dianomi

## Rankings

40 Under 40	Global 500	Most Powerful Women	See All Rankings
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2013 ▼

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1 of 50

Apple

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COURTESY: APPLE

1

**Top 50 rank: 1****Rank in Computers: 1**

(Previous rank: 1)

**Overall score: 8.24****Ticker:** [AAPL](#)**Why it's admired:**

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. *â€”iOA*

**Headquarters:**

Cupertino, CA

Website: [www.apple.com](http://www.apple.com)

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

[BACK](#)[NEXT](#)

Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

#### [How we pick the Most Admired](#)

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group started with approximately 1,400 companies: the Fortune 1,000—the 1,000 largest U.S. companies ranked by revenue—and non-U.S. companies in Fortune's global 500 database with revenue of \$10 billion or more... [More](#)

**WORLD'S MOST ADMIRABLE COMPANIES** 2012 ▾

[Full List](#)  
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[Top 50](#)  
[358 Most Admired companies](#)  
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[States](#)  
[Countries](#)

[Innovation](#)  
[People](#)  
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[Long-term](#)  
[investment](#)  
[Product](#)  
[quality](#)  
[Global](#)  
[competitiveness](#)

**Top 50**

For the 50 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank ▾	Company
1	<a href="#">Apple</a>
2	<a href="#">Google</a>
3	<a href="#">Amazon.com</a>
4	<a href="#">Coca-Cola</a>
5	<a href="#">IBM</a>
6	<a href="#">FedEx</a>
7	<a href="#">Berkshire Hathaway</a>
8	<a href="#">Starbucks</a>
9	<a href="#">Procter &amp; Gamble</a>
10	<a href="#">Southwest Airlines</a>
11	<a href="#">McDonald's</a>
12	<a href="#">Johnson &amp; Johnson</a>
13	<a href="#">Walt Disney</a>
14	<a href="#">BMW</a>
15	<a href="#">General Electric</a>
16	<a href="#">American Express</a>
17	<a href="#">Microsoft</a>
18	<a href="#">3M</a>
19	<a href="#">Caterpillar</a>
20	<a href="#">Costco Wholesale</a>
21	<a href="#">Nordstrom</a>
22	<a href="#">J.P. Morgan Chase</a>
23	<a href="#">Singapore Airlines</a>
24	<a href="#">Wal-Mart Stores</a>
25	<a href="#">Target</a>
26	<a href="#">Nike</a>
27	<a href="#">Exxon Mobil</a>
28	<a href="#">Whole Foods Market</a>
29	<a href="#">UPS</a>
30	<a href="#">Boeing</a>

## Galleries &amp; video

**Who's more admired?**

Wal-Mart or Costco? Coca-Cola or PepsiCo? Take our quiz and see if you perform admirably.

[Take the quiz](#)

**Where are the Most Admired?**

The Most Admired companies in America are spread out across the country, but a few states dominate.

**Winning streaks**

These 20 Most Admired companies have landed among the top in their industries for multiple years.

**Find companies you most admire**

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

[See All](#)

[Select Industry\(s\)](#)

[See All](#)

[Select State\(s\)](#)

[See All](#)

[Select Country\(s\)](#)

(HOW THIS TOOL WORKS)

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**Readers' choice**

The experts chose the top 50. Now it's your turn. 'Like' the company you most admire to vote. The top 5 reader favorites are below.



Company	# of 'Likes'
1. <a href="#">Apple</a>	1,188
2. <a href="#">Teradata</a>	651
3. <a href="#">Tupperware Brands</a>	564
4. <a href="#">FedEx</a>	391
5. <a href="#">IBM</a>	304

**How we pick the Most Admired**

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

Rank ▾	Company
31	Nestlé
32	PepsiCo
33	Toyota Motor
34	Samsung Electronics
35	Volkswagen
36	Intel
37	DuPont
38	Deere
39	Goldman Sachs Group
40	Marriott International
41	eBay
42	Cisco Systems
43	Accenture
44	Daimler
45	Wells Fargo
46	AT&T
47	Ralph Lauren
48	St. Jude Medical
49	Oracle
50*	General Mills
50*	Honda Motor
50*	Unilever

From the March 19, 2012 issue

\* A tie in the rankings.

## WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

Full List

By Location

Best &amp; Worst

No. 1s

Industries

## Apple

1 of 50

Back

Next

## MOST ADMIRABLE

**Top 50 rank: 1****Rank in Computers: 1**

(Previous rank: 1)

**Overall score: 8.16**

## Why it's admired

For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T.  
--By Shelley DuBois



COURTESY: APPLE

## Find companies you most admire

☐ Innovation☐ Quality of management☐ People management☐ Financial soundness☐ Use of corporate assets☐ Long-term investment☐ Social responsibility☐ Product/services quality☐ Global competitiveness

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

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## Top 3

INNOVATION

PEOPLE  
MANAGEMENTFINANCIAL  
SOUNDNESS

Company

Industry rank

Apple

1

Google

1

Nike

1

See the rest

## Should Apple be admired, or what?

## Apple stats

Nine key attributes of reputation	Industry rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1
Quality of products/services	1
Global competitiveness	2

## Industry: Computers

## Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71
More competitors		See all

From the March 21, 2011 issue

## Galleries

◀ ▶



## 8 green stars

Turning plants into bottles? These leaders are devising creative ways to make their firms greener.

See them all

## Headquarters

1 Infinite Loop  
Cupertino, CA 95014  
www.apple.com

Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

## WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

Full List

By Location

Best &amp; Worst

No. 1s

Industries

## Apple

1 of 50

Back

Next

## MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

## Why it's admired

Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row. With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot. What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks. As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*



PHOTO: RYAN ANSON/AP/GETTY IMAGES  
Guests play with the iPad at the product's official unveiling in San Francisco in January.

## Should Apple be admired, or what?

## Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2
Quality of products/services	1
Global competitiveness	2

## Headquarters

1 Infinite Loop  
Cupertino, CA 95014  
408-996-1010  
[www.apple.com](http://www.apple.com)

Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

## Featured Companies



## 10 most admired for quality

Disney and Intel are among the most respected for product quality this year. Who else gets top marks?

[See them all](#)

## Industry: Computers

## Most Admired

Rank	Company	Overall score
1	<a href="#">Apple</a>	7.95
2	<a href="#">Hewlett-Packard</a>	7.74
3	<a href="#">EMC</a>	6.86

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies *you* most admire
☐ Innovation

☐ Quality of management

☐ People management

☐ Financial soundness

☐ Use of corporate assets

☐ Long-term investment

☐ Social responsibility

☐ Product/services quality

☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

[See All](#)

[Get more Most Admired data](#)  
(HOW THIS TOOL WORKS)

Submit

## Video



## Apple three-peats as Most Admired

Steve Jobs' innovation machine won by the highest margin ever, and Goldman Sachs soared (surprise!) on Fortune's list this year. [Watch](#)

## Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
<a href="#">Apple</a>	1	
<a href="#">Google</a>	1	
<a href="#">Nike</a>	1	

[See the rest](#)

## How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

## WORLD'S MOST ADMIRABLE COMPANIES

2009 ▾

Full List	By Location	Best & Worst	No. 1s	Industries
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## Apple

1 of 50

Back

Next

## ...What Readers Say

They speak out on the Most Admired...

*Fortune Most Admired List: General Electric, 2007 ranking #1 Gene...*

*Updated Fortune Most Admired List: General Electric, 2007 ranking ...*

*Alcoa is the "most admired metals company in 2010?" I know numerous...*

Have your say

## MOST ADMIRABLE

## Top 50 rank: 1

Rank in **Computers**: 2 (Previous rank: 2\*)

Overall score: 7.07

## Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. --Alyssa Abkowitz

**Address:** 1 Infinite Loop  
Cupertino, CA 95014  
**Phone:** 408-996-1010  
**Website:** [www.apple.com](http://www.apple.com)



COURTESY: APPLE

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## Nine key attributes of reputation

## Industry rank

Innovation	1
People management	1
Use of corporate assets	3
Social responsibility	5
Quality of management	3
Financial soundness	2
Long-term investment	3
Quality of products/services	1
Global competitiveness	5

Industry: **Computers**

## Most Admired

Rank	Company	Overall score
1	Xerox	7.28
2	Apple	7.07
3	Hewlett-Packard	7.04

[More competitors](#)[See all](#)

From the March 16, 2009 issue

Find companies *you* most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

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Select Country(s)

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☐ Get more Most Admired data  
(HOW THIS TOOL WORKS)

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## Video (1 of 3)



## 'Most Admired' banks

Despite the clouds surrounding the industry, three banks made it to the top 50 of Fortune's Most Admired Companies list. [Watch](#)

## Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	

[See the rest](#)

## How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one... [More](#)

## ...Top 50 Headquarters



**Show:** Top 50 | All Most Admired: The Americas | Europe | Asia/Australia



## AMERICA'S MOST ADMIRABLE COMPANIES 2008

## Top 20 Most Admired Companies

To create the top 20, Fortune and its survey partners at Hay Group asked the experts -- in this case, more than 3,700 people from dozens of industries -- to select the 10 companies they admire most. This year's winners all have strong records of innovation, leadership, and financial strength -- and their employees know it.

[BACK](#) [NEXT](#) 1 of 20

## Apple

**Top 20 rank: 1**  
**Rank in Computers: 1**

It is a tribute to its CEO that Apple, which ten years ago seemed headed for the slag heap, is No. 1 on this list. Steve Jobs has always had a knack for weaving magic out of silicon and software. But who knew he could build a \$24 billion (in sales) company on the strength of a portable jukebox and a computer with a single-digit market share?

His pitch, as he leveraged the success of the iPod, was very simple: Apple products work, and if you buy more than one, they work better. The company (if not its stock) is on a tear, but even with the economy weakening, it will be interesting to see how economically sensitive this growth engine is. *-Philip Elmer-DeWitt*

See how [Apple rates in 8 key areas](#)

Have your say: [Do you admire the top 20 companies?](#)

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire  
Hathaway



General  
Electric



Google



Toyota Motor



Starbucks



FedEx

[MORE](#)

## More most admired



## Most admired: Full list

See how 317 top companies rate in 8 key areas. [\(More\)](#)



## Most admired in your state

California is home to the most corporations on this year's list. See the top-rated firms near

you. [\(More\)](#)



## Game: How admirable are you?

Can you match each quote to the Most Admired company it refers to? See how admirably you score. [\(More\)](#)



# EXHIBIT 8

# The future of healthcare is in your hands.

Healthcare providers can deliver the best care when they have powerful, intuitive tools. Our technology helps them work effectively within hospitals, connect remotely with patients, and conduct groundbreaking medical research. The result is care that becomes more efficient, more personalized, and ultimately more human.



## Apple in the hospital.

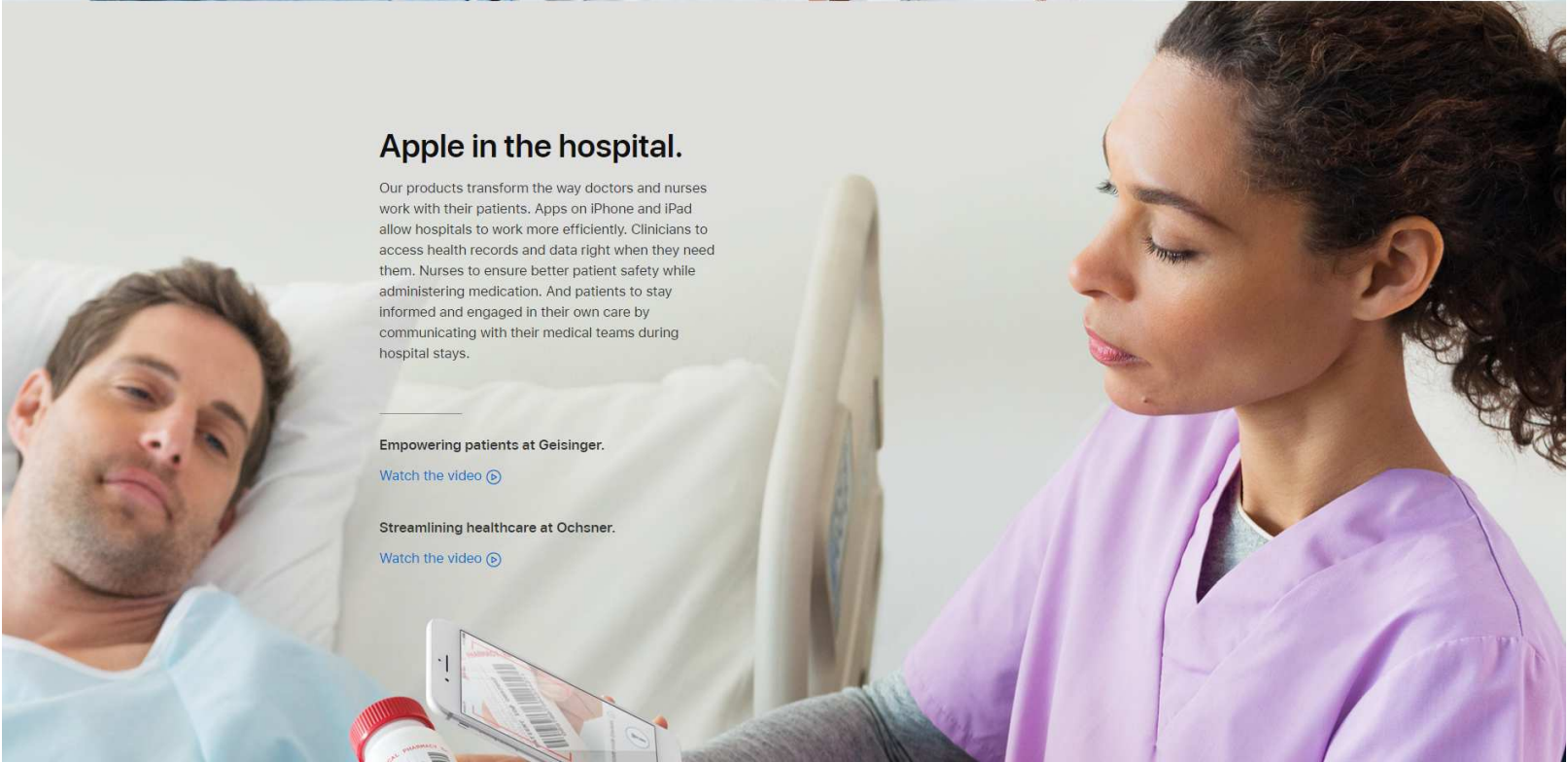
Our products transform the way doctors and nurses work with their patients. Apps on iPhone and iPad allow hospitals to work more efficiently. Clinicians to access health records and data right when they need them. Nurses to ensure better patient safety while administering medication. And patients to stay informed and engaged in their own care by communicating with their medical teams during hospital stays.

Empowering patients at Geisinger.

[Watch the video](#)

Streamlining healthcare at Ochsner.

[Watch the video](#)






## Continue patient care at home.

At home, iOS and iPadOS apps enable patients to stay connected to their care teams between office visits. Healthcare organizations can use off-the-shelf apps or use CareKit to create apps that empower patients to manage their health. iPhone, Apple Watch, the Health app, and HealthKit-enabled apps and medical devices make it easy for patients to record their health data and share it with their care teams.

---

Enabling neonatal care at home with UVA.

[Watch the video](#) 

Managing chronic disease at Ochsner.

[Watch the video](#) 



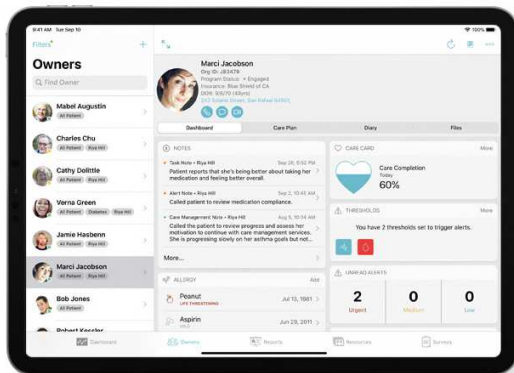


## Create custom apps for medical research.

Medical researchers can take their studies into the real world by building apps with ResearchKit. The open source framework streamlines the process, making it easier for researchers to enroll participants, capture informed consent, and gather medical information more frequently, rather than only during periodic visits.

Transforming health with ResearchKit.

[Watch the video](#) 



## The technology to make healthcare more personal.

See how Apple products and apps help healthcare providers streamline their work, deliver better care, and conduct medical research.

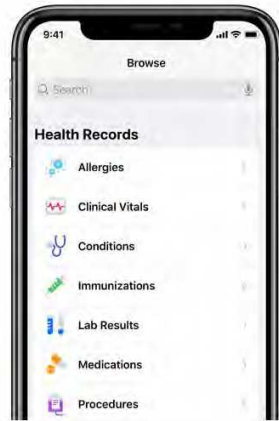
[Learn more about our products and platform](#) 



## Understand how your patients can use health features on Apple Watch.

See how heart rate notifications, irregular rhythm notifications, and the ECG app on Apple Watch can help give your patients an early warning sign that further evaluation may be warranted.

[Learn more about health features on Apple Watch >](#)



## Give your patients a more holistic view of their health.

Empower your patients to access and securely store their health records right on their iPhone using just their credentials from your existing patient portal.

[Learn more about health records on iPhone >](#)



## Contact us.

Get expert help from the Apple Business team by calling 1-800-GO-APPLE

The mention of third-party products is for informational purposes only and represents neither an endorsement nor a warranty. Apple assumes no responsibility with regard to the selection, performance, or use of these vendors or products. Some features, applications, and services may not be available for all areas. Application availability and pricing are subject to change.

The Diary - Personalized Health for Improved Care by The Diary Corporation.

Mobile MM by MIM Software Inc.

Parkinson mPower study app by Sage Bionetworks, a Not-For-Profit Research Organization.

PatientTouch Communications by Patient Safe Solutions.

Gardio Blood Pressure Monitor and Weight Tracker by Gardio, Inc.



Healthcare

### Shop and Learn

Mac  
iPad  
iPhone  
Watch  
TV  
Music  
AirPods  
HomePod  
iPod touch  
Accessories  
Gift Cards

### Services

Apple Music  
Apple News+  
Apple TV+  
Apple Arcade  
Apple Books  
Apple Card  
iCloud  
  
**Account**  
Manage Your Apple ID  
Apple Store Account  
iCloud.com

### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Supplier Responsibility

### About Apple

Newsroom  
Apple Leadership  
Job Opportunities  
Investors

## Healthcare professionals can use health features on Apple Watch.

See how heart rate notifications, irregular rhythm notifications, and the ECG app on Apple Watch can help give your patients an early warning sign that further evaluation may be warranted.

[Learn more about health features on Apple Watch](#) »

[Overview](#) [Products and Platform](#) [Health on Apple Watch](#) [Health Records](#)



## Give your patients a more holistic view of their health.

Empower your patients to access and securely store their health records right on their iPhone using just their credentials from your existing patient portal.

[Learn more about health records on iPhone](#) »



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The Diary - Personalized Health for Improved Care by The Diary Corporation.

Mobile MIM by MIM Software Inc.

Parkinson mPower study app by Sage Bionetworks, a (Not-For-Profit) Research Organization.

PatientTouch Communications by Patient Safe Solutions.

Qandrio Blood Pressure Monitor and Weight Tracker by Qandrio Inc.

### Healthcare

#### Shop and Learn

Mac  
iPad  
iPhone  
Watch  
TV  
Music  
AirPods  
HomePod  
iPod touch  
Accessories  
Gift Cards

#### Services

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Apple News+  
Apple TV+  
Apple Arcade  
Apple Books  
Apple Card  
iCloud

#### Account

Manage Your Apple ID  
Apple Store Account:  
iCloud.com

#### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

#### For Business

Apple and Business  
Shop for Business

#### For Education

Apple and Education  
Shop for K-12  
Shop for College

#### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

#### For Government

Shop for Government  
Shop for Veterans and Military

#### Apple Values

Accessibility  
Education  
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Inclusion and Diversity  
Privacy  
Supplier Responsibility

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Job Opportunities  
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Events  
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More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE.

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[Legal](#)

[Site Map](#)

[United States](#)

# EXHIBIT 9



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

## Healthcare

[Overview](#)[Products and Platform](#)[Health on Apple Watch](#)[Health Records](#)

# The technology to make healthcare more personal.

Apps on iPad, iPhone, and Apple Watch are capable of helping medical professionals deliver personalized care. Our powerful hardware is built to keep up with the demands of healthcare organizations to make work faster and more efficient. And intuitive apps provide easy access to critical health information, so healthcare teams have all the resources they need to make the best decisions for their patients.

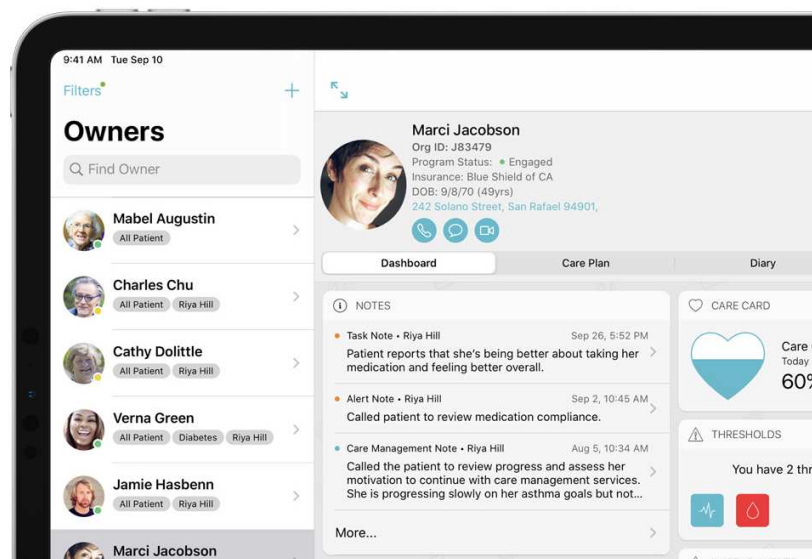


# Deliver better care with powerful tools.

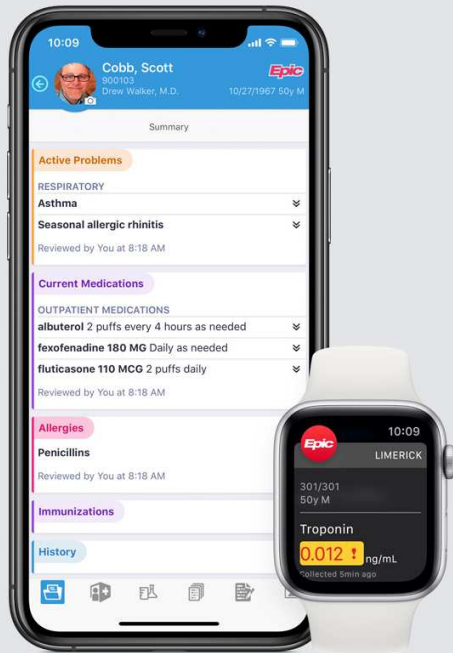
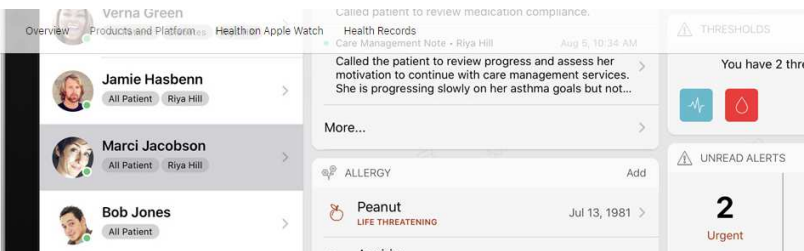
Apple products are designed to make healthcare more human. Our software is powerful and easy for both medical professionals and patients to use. We've built our devices to protect patient data and be accessible for everyone. And we've streamlined the way health data is collected and devices are deployed.

## An intuitive, familiar interface.

Our products are built on a platform people are already familiar with. Apps on iPhone and iPad allow patients to learn more about their conditions or treatment, doctors to view lab results and radiology images, and nurses to send and receive secure communication or to help ensure patient safety when administering medications.







## Powerful and versatile hardware.

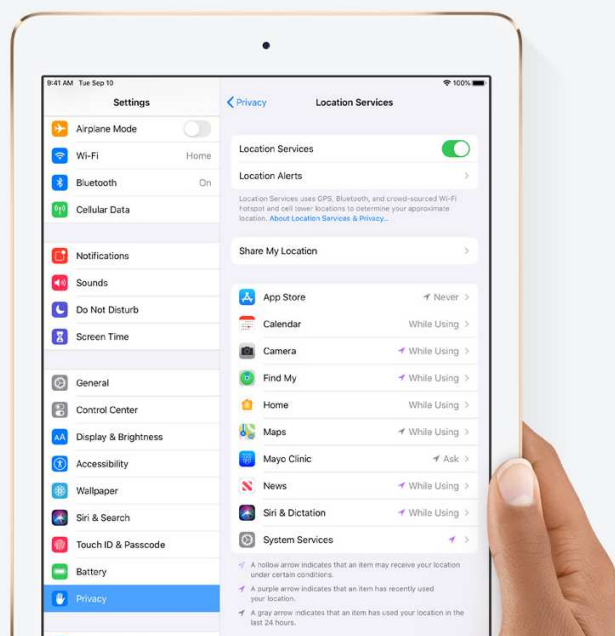
Healthcare providers can use iPhone and iPad devices to do a variety of tasks anywhere in the hospital. The high-resolution Retina display and powerful graphics performance allow doctors to view a patient's imaging studies on iPad. The built-in camera works with third-party apps to let nurses securely photograph a patient's wound during treatment and store it in the patient's record. And medical researchers can use the advanced sensors to track movement, take measurements, and record data for studies.

## Safe and secure data.

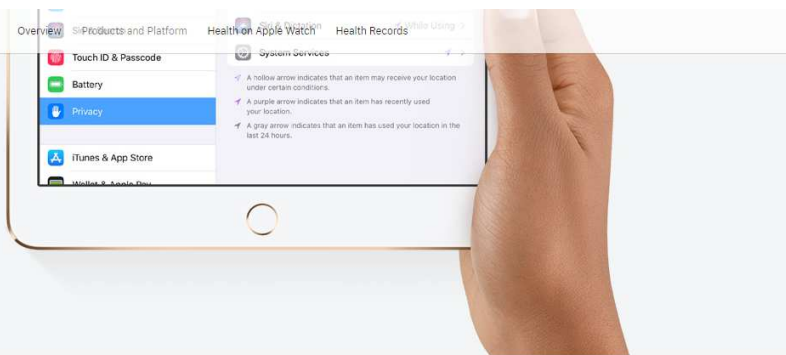
Secure software requires a foundation of security built into hardware. Touch ID allows doctors to use their fingerprints as passwords to access patient charts instantly. Regular software updates protect iOS and iPadOS from emerging security concerns. And we build in safeguards to ensure that both third-party and in-house apps can access data only in ways that are authorized by the user. This gives patients ultimate control over what is shared with their care teams or other apps.

[Learn about privacy](#)

[Read about advanced Apple platform security features](#)



Read about advanced Apple platform security features >



## Accessible by design.

Our devices are designed to be used by everyone. Apple products come with powerful assistive features like Switch Control, which can help users operate their devices with minimal touch, and Live Listen, which lets users turn their iPhone or iPad into a remote microphone for their Made for iPhone hearing aids.

[Learn more about accessibility >](#)

## Streamlined health data.

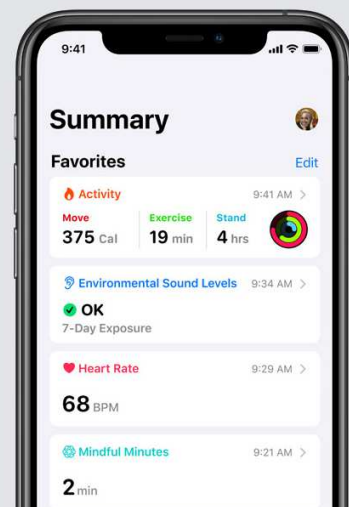
The Health app makes it easier for people to see and understand their health metrics and records in one place. Patients can use HealthKit-enabled apps and third-party health accessories, like wireless blood pressure cuffs, to securely monitor and store their health data and share that information directly with their care teams.





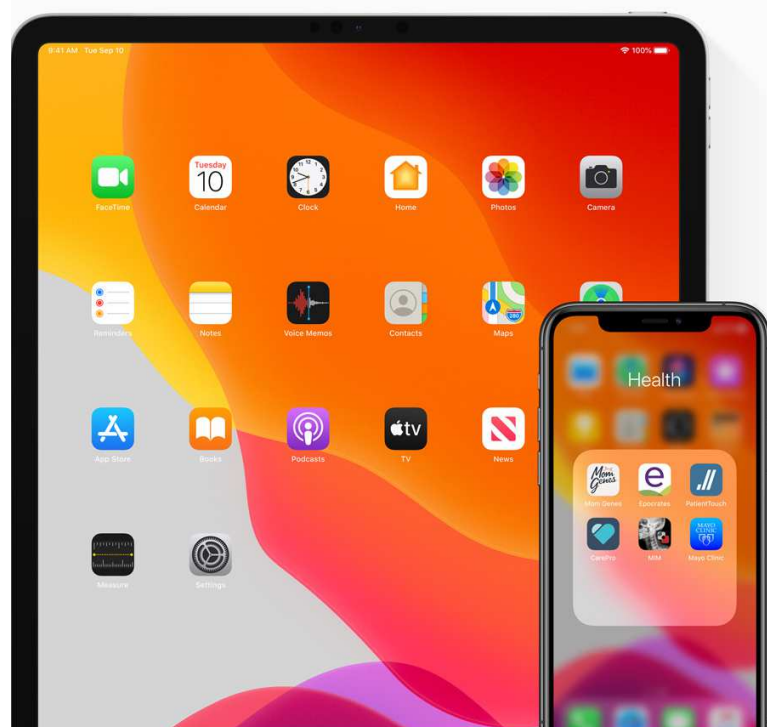
[Learn more about HealthKit >](#)



[Learn about the Health app >](#)



-  [Learn more about HealthKit](#)
-  [Learn about the Health app](#)



## Easy to deploy.

We've simplified the setup process so you can configure devices automatically and buy and distribute apps seamlessly. With Apple Business Manager, you can enable zero-touch configuration to remotely load account settings, apps, email, and access to the hospital directory on every iPad and iPhone. So there's no need for the IT department to physically access each device to complete setup.

[Learn about Apple Business Manager](#)

[Deploying iPad to patients \(PDF\)](#)

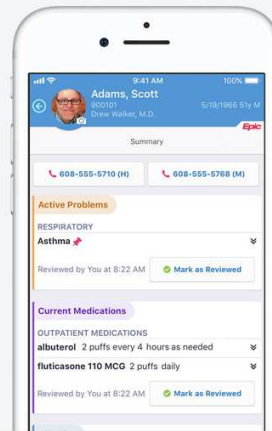
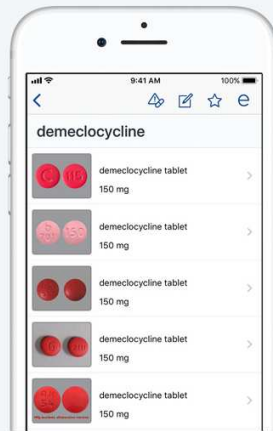
[Deploying iPhone for nursing care \(PDF\)](#)

## Improve the delivery of care with apps.

The App Store features over 40,000 apps that are changing the world of healthcare. Medical professionals can provide faster, more personalized care in the hospital with apps focusing on clinical care, nursing care, and the patient experience. Patients can manage their health outside the hospital with HealthKit-enabled apps. And ResearchKit-enabled apps make it easier for medical researchers to gather robust and meaningful data from larger, more varied populations.

[Go to the App Store](#)

[Clinical Care](#) [Nursing Care](#) [Patient Experience](#) [Care at Home](#) [Medical Research](#)

**Epocrates**[View on the App Store](#)

Look up drug prescription and safety information, check for potentially harmful drug interactions, and access timely medical news and research information.

**Epic Haiku**[View on the App Store](#)

Authorized clinicians can securely access clinic schedules, hospital patient lists, and test results on iPhone. Real-time updates and notifications can be displayed on Apple Watch and iPhone.

## Volume purchasing.

Find, buy, and distribute apps and books for everyone in your healthcare organization.

[Learn more about Apple Business Manager](#)

## Custom app purchasing.

You can work with developers to get existing apps customized for your specific needs. They are distributed to your healthcare organization privately through Apple Business Manager.

## Build apps for better healthcare.

Create custom apps that tap into Apple hardware and features. Use powerful developer tools like Swift and our open source frameworks ResearchKit and CareKit.

[Learn more](#)



Develop native apps with



Build custom apps with Swift



## Develop native apps with a powerful SDK.

Build your own apps with the iOS and iPadOS SDK. It comes with tools and resources that help you take advantage of features like Core Location to conduct research on the effect of location and air quality on asthma, and tap into services like push notifications to alert doctors and nurses of patient updates. With the iOS and iPadOS SDK, you can customize apps to streamline hospital operations and help your staff work more efficiently.

[Learn more](#) ➤



## Build custom apps with Swift.

Swift is a free and open source programming language that makes code easier to read and write, while giving developers the efficiency and power they need. Developers can use it to create richer, more reliable app experiences that improve patient care.

[Learn how to create apps with Swift](#) ➤



## Personalize care with CareKit.

CareKit is an open source software framework that can be used to create personal care apps. Patients can use CareKit apps to manage their medical conditions and share information directly with their doctors and care teams.

[Learn about CareKit](#) ➤



## Turn every iPhone into a lab with ResearchKit.

ResearchKit makes it easier for researchers to conduct medical studies. The open source software framework allows researchers to quickly build apps that utilize the advanced sensors in iPhone and Apple Watch. Participants around the world can use the apps to generate data for researchers to study. So far, ResearchKit has been used to study conditions like Parkinson's disease, autism, epilepsy, diabetes, and more.

[Learn about ResearchKit](#) ➤

### Learn about the Investigator Support Program.

[Read about the program](#) ➤



## Contact us.

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CarePro™ - Care Management Platform by The Diary Corporation.

Corrie Health by The Johns Hopkins University.





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[Learn about CareKit](#)

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ResearchKit makes it easier for researchers to conduct medical studies. The open source software framework allows researchers to quickly build apps that utilize the advanced sensors in iPhone and Apple Watch. Participants around the world can use the apps to generate data for researchers to study. So far, ResearchKit has been used to study conditions like Parkinson's disease, autism, epilepsy, diabetes, and more.

[Learn about ResearchKit](#)

**Learn about the Investigator Support Program.**

[Read about the program](#)



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CarePro™ - Care Management Platform by The Diary Corporation.

Corrie Health by The Johns Hopkins University.

The Diary - Personalized Health for Improved Care by The Diary Corporation.

Epic Haiku - Epic Systems Corporation.

Epocrates Reference Tools for Healthcare Providers by Epocrates.

Mayo Clinic by Mayo Clinic.

Mobile MIM by MIM Software Inc.

Mom's Genes Fight PPD a research app by University of North Carolina at Chapel Hill.

MyChart Bedside by Epic Systems Corporation.

PatientTouch Communications by Patient Safe Solutions.

Voalte One VP by Voalte Inc.

Apple > Healthcare > Products and Platform

### Shop and Learn

Mac  
iPad  
iPhone  
Watch  
TV  
Music  
AirPods  
HomePod  
iPod touch  
Accessories  
Gift Cards

### Services

Apple Music  
Apple News+  
Apple TV+  
Apple Arcade  
Apple Books  
Apple Card  
iCloud

### Account

Manage Your Apple ID  
Apple Store Account  
iCloud.com

### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### For Government

Shop for Government  
Shop for Veterans and Military

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Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Supplier Responsibility

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United States

# EXHIBIT 10

**Int. Cl.: 10**

**Prior U.S. Cls.: 26, 39 and 44**

**United States Patent and Trademark Office**

**Reg. No. 3,064,984**

**Registered Mar. 7, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: MEDICAL INSTRUMENTS FOR CARDIOVASCULAR DIAGNOSTICS; X-RAY APPARATUS FOR MEDICAL USE; RADIATION THERAPY MACHINES; ELECTROMAGNETIC MEDICAL DIAGNOSTIC IMAGING APPARATUS AND MEDICAL X-RAY SCANNERS; LASER POINTERS AND LASERS FOR MEDICAL USE; ULTRASONIC MEDICAL DIAGNOSTIC APPARATUS, X-RAY PHOTOGRAPHS FOR MEDICAL PURPOSES; PARTS AND FITTINGS FOR ALL THE AFORESAID GOODS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593127, FILED 2-26-2002, REG. NO. 002593127, DATED 2-20-2004, EXPIRES 2-26-2012.

OWNER OF U.S. REG. NOS. 113,028, 1,421,062 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 78-156,920, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



Generated on: This page was generated by TSDR on 2020-08-21 12:36:06 EDT

Mark:



US Serial Number: 78156920

Application Filing Date: Aug. 22, 2002

US Registration Number: 3064984

Registration Date: Mar. 07, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 16, 2016

Publication Date: Oct. 18, 2005

## Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the design of an apple with a bite removed.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.09.05 - Apples

## Related Properties Information

Claimed Ownership of US Registrations: 0113028, 0140042, 1114431, 1228952, 1401154, 1421062 and others

## Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593127

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593127

Foreign Registration Date: Feb. 20, 2004

Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Feb. 26, 2012

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Medical instruments for cardiovascular diagnostics; [ X-ray apparatus for medical use; radiation therapy machines; electromagnetic medical diagnostic imaging apparatus and medical x-ray scanners; laser pointers and lasers for medical use; ultrasonic medical diagnostic apparatus, X-ray photographs for medical purposes; parts and fittings for all the aforesaid goods ]

**International Class(es):** 010 - Primary Class

**U.S Class(es):** 026, 039, 044

**Class Status:** ACTIVE

**Basis:** 44(e)

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** No

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** Yes

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)  
**Email Address:**

**Attorney Email** Yes  
**Authorized:**

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
1 Infinite Loop  
MS 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Fax:** 408-253-0186

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm\\_an@apple.com](mailto:karenmarie_kitterm_an@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail** Yes  
**Authorized:**

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 16, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 16, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
May 16, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
May 16, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Mar. 04, 2016	TEAS SECTION 8 & 9 RECEIVED	
Feb. 26, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Feb. 26, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 07, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 05, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Mar. 05, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED	67657
Feb. 13, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67657
Sep. 07, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76072
Sep. 06, 2012	TEAS SECTION 8 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 07, 2006	REGISTERED-PRINCIPAL REGISTER	
Jan. 27, 2006	CHANGES/CORRECTIONS AFTER PUB APPROVAL ENTERED	67445
Jan. 27, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	67445
Jan. 25, 2006	NOTICE OF ALLOWANCE CANCELLED	67445
Jan. 25, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Jan. 10, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 18, 2005	PUBLISHED FOR OPPOSITION	
Sep. 28, 2005	NOTICE OF PUBLICATION	
Jul. 18, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	77978
Jul. 15, 2005	ASSIGNED TO LIE	77978
Jul. 13, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 12, 2005	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Jul. 07, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Jul. 06, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 06, 2005	PETITION TO REVIVE-GRANTED	88888
Jul. 06, 2005	TEAS PETITION TO REVIVE RECEIVED	
Jun. 16, 2005	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Jun. 16, 2005	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Nov. 16, 2004	FINAL REFUSAL E-MAILED	
Nov. 16, 2004	FINAL REFUSAL WRITTEN	69811
Oct. 09, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Sep. 28, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Sep. 28, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 29, 2004	INQUIRY TO SUSPENSION E-MAILED	
Mar. 03, 2004	CASE FILE IN TICRS	
May 14, 2003	LETTER OF SUSPENSION E-MAILED	
Apr. 17, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 16, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 15, 2003	NON-FINAL ACTION E-MAILED	
Jan. 10, 2003	ASSIGNED TO EXAMINER	69811
Jan. 08, 2003	ASSIGNED TO EXAMINER	76731

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 16, 2016

**Int. Cls.: 35 and 41**

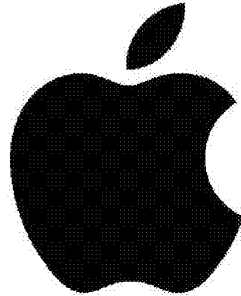
**Prior U.S. Cls.: 100, 101, 102 and 107**

**Reg. No. 3,298,028**

**United States Patent and Trademark Office**

**Registered Sep. 25, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: ARRANGING AND CONDUCTING TRADE SHOWS, AND TRADE SHOW EXPOSITIONS AND EXHIBITIONS IN THE FIELDS OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, AND CONSUMER ELECTRONICS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING OF EXHIBITIONS, SEMINARS AND CONFERENCES; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS AND COMPUTER SOFTWARE; PROVIDING A WEBSITE FOR THE UPLOADING, SHARING, VIEWING AND

POSTING OF PHOTOGRAPHS, DIGITAL IMAGES, MOVIES, VIDEOS, ONLINE JOURNALS, NAMELY WEB BLOGS IN GENERAL INTEREST FIELDS, AND OTHER RELATED MULTIMEDIA ENTERTAINMENT MATERIALS OVER A GLOBAL COMPUTER NETWORK; PROVIDING FITNESS AND EXERCISE FACILITIES; PHYSICAL FITNESS CONSULTATION AND INSTRUCTION; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF NEWSLETTERS IN THE FIELD OF COMPUTERS AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF EDUCATION VIA THE INTERNET; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

SER. NO. 78-943,482, FILED 8-2-2006.

JEFFERY COWARD, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-08-21 12:37:32 EDT

**Mark:**



**US Serial Number:** 78943482

**Application Filing Date:** Aug. 02, 2006

**US Registration Number:** 3298028

**Registration Date:** Sep. 25, 2007

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Apr. 05, 2018

**Publication Date:** Jul. 10, 2007

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## Mark Information

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**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 05.09.05 - Apples

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## Related Properties Information

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**International Registration Number:** 0946932

**International Application(s) /Registration(s) Based on this Property:** A0009764/0946932

**Claimed Ownership of US Registrations:** 1114431, 2715578, 2753069 and others

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics

**International Class(es):** 035 - Primary Class

**U.S Class(es):** 100, 101, 102

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 01, 1981

**Use in Commerce:** Mar. 01, 1981

**For:** Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 01, 1981

**Use in Commerce:** Mar. 01, 1981

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Fax:** 408-253-0186

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm\\_an@apple.com](mailto:karenmarie_kitterm_an@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Apr. 05, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 05, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70187
Apr. 05, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70187
Apr. 05, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70187
Mar. 23, 2018	TEAS SECTION 8 & 9 RECEIVED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 03, 2017	COUNTERCLAIM OPP. NO. 999999	234630
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 23, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 23, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Sep. 13, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	71378
Sep. 22, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Sep. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 13, 2013	TEAS SECTION 8 & 15 RECEIVED	
Sep. 25, 2007	REGISTERED-PRINCIPAL REGISTER	
Jul. 10, 2007	PUBLISHED FOR OPPOSITION	
Jun. 20, 2007	NOTICE OF PUBLICATION	
Apr. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76538
Apr. 30, 2007	EXAMINERS AMENDMENT MAILED	
Apr. 27, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 27, 2007	EXAMINERS AMENDMENT -WRITTEN	73276
Mar. 21, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76538
Mar. 21, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76538
Mar. 21, 2007	ASSIGNED TO LIE	76538
Feb. 13, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 12, 2006	PRIORITY ACTION MAILED	
Dec. 11, 2006	PRIORITY ACTION WRITTEN	73276
Dec. 08, 2006	ASSIGNED TO EXAMINER	73276
Aug. 09, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 08, 2006	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 05, 2018

# United States of America

United States Patent and Trademark Office

# APPLE

**Reg. No. 4,088,195**

**Registered Jan. 17, 2012**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, ARRANGING AND CONDUCTING PERSONAL TRAINING, CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, WEBSITE DESIGN, AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ONLINE JOURNALS, NAMELY, BLOGS FEATURING GENERAL INTEREST TOPICS COVERING A WIDE VARIETY OF TOPICS AND SUBJECT MATTER; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF MAGAZINES, NEWSLETTER AND JOURNALS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; PROVIDING INFORMATION, PODCASTS AND WEBCASTS IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; DIGITAL VIDEO, AUDIO AND MULTIMEDIA PUBLISHING SERVICES; PROVIDING ENTERTAINMENT INFORMATION REGARDING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; PROVIDING INFORMATION, REVIEWS AND PERSONALIZED RECOMMENDATIONS OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS IN THE FIELD OF ENTERTAINMENT; ENTERTAINMENT SERVICES, NAMELY, PRODUCTION OF LIVE MUSICAL PERFORMANCES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING LIVE MUSICAL PERFORMANCES ONLINE VIA A GLOBAL COMPUTER NETWORK; RENTAL OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS, BY MEANS OF COMMUNICATIONS NETWORKS, NAMELY, PROVISION OF NON-DOWNLOADABLE AUDIO AND AUDIOVISUAL PROGRAMS VIA AN ONLINE VIDEO-ON-DEMAND SERVICE; PROVIDING A DATABASE OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS VIA ELECTRONIC COMMU-



*David J. Kappas*

Director of the United States Patent and Trademark Office



**Reg. No. 4,088,195** NICATION NETWORKS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED AUDIO AND AUDIOVISUAL CONTENT, INFORMATION AND COMMENTARY IN THE FIELDS OF MUSIC, CONCERTS, VIDEOS, MOVIES, TELEVISION, BOOKS, NEWS, SPORTS, GAMES AND CULTURAL EVENTS ALL VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 6313316, FILED 9-28-2007.

OWNER OF U.S. REG. NOS. 2,649,455, 3,317,089, AND OTHERS.

SN 77-428,980, FILED 3-22-2008.

MARILYN IZZI, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-08-21 12:39:15 EDT

**Mark:** APPLE

APPLE

**US Serial Number:** 77428980

**Application Filing Date:** Mar. 22, 2008

**US Registration Number:** 4088195

**Registration Date:** Jan. 17, 2012

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Cancellation/Invalidation Pending

This trademark application has been registered with the Office, but it is currently undergoing a challenge which may result in its removal from the registry.

**Status:** A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

**Status Date:** Mar. 27, 2018

**Publication Date:** Feb. 16, 2010

**Notice of Allowance Date:** May 11, 2010

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## Mark Information

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**Mark Literal Elements:** APPLE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

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## Related Properties Information

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**International Registration Number:** 0978171

**International Application(s) /Registration(s) Based on this Property:** A0011881/0978171

**Claimed Ownership of US Registrations:** 2649455, 3226289, 3317089 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 6313316

**Foreign Application Filing Date:** Sep. 28, 2007

**Foreign Application/Registration Country:** EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

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## Goods and Services

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**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network

**International Class(es):** 041 - Primary Class

**U.S Class(es):** 100, 101, 107

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 01, 1981

**Use in Commerce:** Mar. 01, 1981

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK, CALIFORNIA UNITED STATES 94025

**Phone:** 650-614-6427

**Fax:** 408-253-0186

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) [JGonder@kilpatricktownsend.com](mailto:JGonder@kilpatricktownsend.com) [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Mar. 11, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 11, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	30006
Mar. 08, 2019	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Dec. 13, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Dec. 12, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Sep. 27, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	86331
Aug. 29, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	86331
Aug. 21, 2018	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 27, 2018	CANCELLATION INSTITUTED NO. 999999	68213
Feb. 22, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	85319
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 01, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	85319
Jan. 17, 2018	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 17, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Dec. 12, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Dec. 12, 2011	ASSIGNED TO LIE	77312
Nov. 22, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 17, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 16, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 11, 2011	USE AMENDMENT FILED	69302
Nov. 16, 2011	EXTENSION 3 GRANTED	69302
Nov. 11, 2011	EXTENSION 3 FILED	69302
Nov. 11, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 11, 2011	TEAS EXTENSION RECEIVED	
Nov. 11, 2011	TEAS STATEMENT OF USE RECEIVED	
May 12, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 11, 2011	EXTENSION 2 GRANTED	69302
May 10, 2011	EXTENSION 2 FILED	69302
May 10, 2011	TEAS EXTENSION RECEIVED	
Nov. 18, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 17, 2010	EXTENSION 1 GRANTED	69302
Nov. 08, 2010	EXTENSION 1 FILED	69302
Nov. 17, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 08, 2010	TEAS EXTENSION RECEIVED	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 16, 2010	PUBLISHED FOR OPPOSITION	
Jan. 27, 2010	NOTICE OF PUBLICATION	
Jan. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 11, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jun. 23, 2009	INQUIRY AS TO SUSPENSION MAILED	
Jun. 22, 2009	SUSPENSION INQUIRY WRITTEN	82420

Jun. 09, 2009	LIE CHECKED SUSP - TO ATTY FOR ACTION	76985
Jun. 09, 2009	ASSIGNED TO LIE	76985
Dec. 09, 2008	LETTER OF SUSPENSION MAILED	
Dec. 08, 2008	SUSPENSION LETTER WRITTEN	82420
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Mar. 27, 2008	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Mar. 27, 2008	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 26, 2008	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Mar. 11, 2019

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**United States Patent and Trademark Office**

**Reg. No. 2,715,578**

**Registered May 13, 2003**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



**Generated on:** This page was generated by TSDR on 2020-08-21 12:40:19 EDT

**Mark:**



**US Serial Number:** 76426501

**Application Filing Date:** Jul. 01, 2002

**US Registration Number:** 2715578

**Registration Date:** May 13, 2003

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Apr. 24, 2013

**Publication Date:** Feb. 18, 2003

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**International Registration Number:** 0851679

**International Application(s) /Registration(s) Based on this Property:** Z1231700/0851679

**Claimed Ownership of US Registrations:** 1078312, 1157920, 1219945, 1303085, 1401154, 2180949 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving,



transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 01, 1977

**Use in Commerce:** Jan. 01, 1977

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
One Apple Park Way  
MS: 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 25, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Apr. 24, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Apr. 24, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Apr. 24, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Apr. 05, 2013	TEAS SECTION 8 & 9 RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Feb. 23, 2009	CASE FILE IN TICRS	
Jan. 31, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jan. 13, 2009	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 13, 2003	REGISTERED-PRINCIPAL REGISTER	
Feb. 18, 2003	PUBLISHED FOR OPPOSITION	
Jan. 29, 2003	NOTICE OF PUBLICATION	
Dec. 12, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 19, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 14, 2002	NON-FINAL ACTION MAILED	
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Oct. 29, 2002	ASSIGNED TO EXAMINER	76585

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 24, 2013

**Int. Cl.: 9**

**Prior U.S. Cls.: 21, 23, 26, 36 and 38**

**Reg. No. 3,679,056**

**United States Patent and Trademark Office**

**Registered Sep. 8, 2009**

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2020-08-21 12:41:22 EDT

**Mark:**



**US Serial Number:** 77648705

**Application Filing Date:** Jan. 13, 2009

**US Registration Number:** 3679056

**Registration Date:** Sep. 08, 2009

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** May 13, 2020

**Publication Date:** Jun. 23, 2009

## Mark Information

**Mark Literal Elements:** None

**Standard Character Claim:** No

**Mark Drawing Type:** 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

**Description of Mark:** The mark consists of the design of an apple with a bite removed.

**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Design Search Code(s):** 05.09.05 - Apples

## Related Properties Information

**International Registration Number:** 1014459

**International Application(s) /Registration(s) Based on this Property:** A0015928/1014459

**Claimed Ownership of US Registrations:** 1114431, 2715578, 2753069 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*...\* identify additional (new) wording in the goods/services.

**For:** Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite

navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jan. 31, 1977

**Use in Commerce:** Jan. 31, 1977

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
Apple Inc.  
1 Infinite Loop  
MS 169-3IPL  
Cupertino, CALIFORNIA UNITED STATES 95014

**Phone:** 408-974-2385

**Fax:** 408-253-0186

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [karenmarie@apple.com](mailto:karenmarie@apple.com)  
[amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 13, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
May 13, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
May 13, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Mar. 06, 2020	TEAS SECTION 8 & 9 RECEIVED	
Sep. 08, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 25, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Mar. 24, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Mar. 10, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	
May 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
May 18, 2009	ASSIGNED TO LIE	73797
May 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 27, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 27, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2009	NON-FINAL ACTION MAILED	
Mar. 17, 2009	NON-FINAL ACTION WRITTEN	66593
Mar. 12, 2009	ASSIGNED TO EXAMINER	66593
Jan. 17, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 16, 2009	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 13, 2020

# United States of America

United States Patent and Trademark Office

## APPLE

**Reg. No. 3,928,818**

**Registered Mar. 8, 2011**

**Int. Cl.: 9**

**TRADEMARK**

**PRINCIPAL REGISTER**

APPLE INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,928,818** IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY



**Generated on:** This page was generated by TSDR on 2020-08-21 12:42:20 EDT

**Mark:** APPLE

APPLE

**US Serial Number:** 77172511

**Application Filing Date:** May 03, 2007

**US Registration Number:** 3928818

**Registration Date:** Mar. 08, 2011

**Register:** Principal

**Mark Type:** Trademark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** A Sections 8 and 15 combined declaration has been accepted and acknowledged.

**Status Date:** Oct. 10, 2017

**Publication Date:** Jan. 01, 2008

**Notice of Allowance Date:** Mar. 25, 2008

## Mark Information

**Mark Literal Elements:** APPLE

**Standard Character Claim:** Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

## Related Properties Information

**International Registration Number:** 0956402

**International Application(s) /Registration(s) Based on this Property:** A0010161/0956402

**Claimed Ownership of US Registrations:** 1078312, 2034964, 2808567 and others

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers,

loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 01, 1976

**Use in Commerce:** Apr. 01, 1976

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

**Owner Address:** One Apple Park Way  
Cupertino, CALIFORNIA UNITED STATES 95014

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

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**Attorney Email** Yes  
**Authorized:**

### Correspondent

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Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Mar. 08, 2020	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 07, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 08, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jan. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73296
Jan. 25, 2011	ASSIGNED TO LIE	73296
Jan. 23, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 15, 2010	USE AMENDMENT FILED	66154
Dec. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 24, 2010	EXTENSION 5 GRANTED	66154
Sep. 22, 2010	EXTENSION 5 FILED	66154
Sep. 22, 2010	TEAS EXTENSION RECEIVED	
Mar. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Mar. 27, 2010	EXTENSION 4 GRANTED	66154
Mar. 19, 2010	EXTENSION 4 FILED	66154
Mar. 19, 2010	TEAS EXTENSION RECEIVED	
Sep. 16, 2009	EXTENSION 3 GRANTED	66154
Aug. 21, 2009	EXTENSION 3 FILED	66154
Sep. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 21, 2009	TEAS EXTENSION RECEIVED	
Mar. 05, 2009	EXTENSION 2 GRANTED	98765
Mar. 05, 2009	EXTENSION 2 FILED	98765
Mar. 05, 2009	TEAS EXTENSION RECEIVED	
Aug. 13, 2008	EXTENSION 1 GRANTED	98765
Aug. 13, 2008	EXTENSION 1 FILED	98765

Aug. 13, 2008	TEAS EXTENSION RECEIVED	
Mar. 25, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2008	PUBLISHED FOR OPPOSITION	
Dec. 12, 2007	NOTICE OF PUBLICATION	
Nov. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289
Nov. 23, 2007	ASSIGNED TO LIE	78289
Oct. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 19, 2007	NON-FINAL ACTION MAILED	
Jul. 18, 2007	NON-FINAL ACTION WRITTEN	83695
Jul. 05, 2007	ASSIGNED TO EXAMINER	83695
May 08, 2007	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMEG LAW OFFICE 104

**Date in Location:** Oct. 10, 2017